BROADCASTING
and
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1940 Gross Time Sales Total $207,956,000

Gain of 21.5% for Year; Spot and Local Show Healthiest Boosts; Increase Compares to 14% Last Year

SPURTING ahead of the year-to-year trend, broadcast advertising in 1940 reached a new high, with gross time sales of $207,956,000 as compared with $171,114,000 for 1939—an increase of 21.5%.

The 1940 analysis is based on estimates made by BROADCASTING to be released in its *1941 Yearbook Number*, now on the press and to be distributed next week. The preliminary data indicates that while business increased in all classifications—network, spot and local—the latter two brackets were largely responsible for the bulk of the gain. Gross national network business increased from $83,114,000 to $96,456,000, while time sales from other sources increased from $88,000,000 to $111,500,000.

The Net is Lower

Net time sales, as distinguished from the conventional gross figures used by competitive media, showed a corresponding increase in 1940, amounting to 21.5%. The estimated 1940 net sales, computed after allowances for frequency discounts, aggregated $157,900,000 on the basis of the preliminary information, as against $129,968,000 for 1939. National network business represented 44.9% of the total, national spot 24.6%, local 30.5%, in the net analysis, and held approximately the same proportions in the gross figures.

The analysis of 1940 revenues was made for BROADCASTING by Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania, and a pioneer radio economist. The complete analysis, depicting trends for the various commodity groups, and detailed comparisons with other media, will be featured in the *1941 Yearbook Number*.

No Great Profit Increase

Despite the sharp upturn in gross, it is unlikely that the industry as a whole will show any proportionate increase in net profit. Profit figures will not be available for at least five months, when the FCC completes its analysis of 1940 financial returns from stations and networks, questionnaires on which were dispatched this month. Increases in operating overhead, entailed by union labor requirements, programming operations, music costs and plant and equipment probably will absorb a substantial portion of income. Power boosts for stations, requiring installations of new transmitters and antennas, development of FM which represents plant investment only at this stage, plus the general trend toward increased overhead—all are minus factors in computing the ultimate net.

While it is yet too early to forecast the classification results, it is expected that nearly one-third of the stations—mainly in smaller markets and with local power—will show losses. That has been the experience during the last few years, even with horizontal increases in revenues for the industry. This data too will be revealed in the forthcoming FCC analysis. In 1939 approximately 225 stations showed losses.

Leads All Major Media

Radio advertising again led all major media in rate of increase. The gross volume figure of $208,000,000 is directly comparable to that of $167,408,000 for national magazine advertising. The magazine figure was a 11% increase over 1939, as against the 21.5% increase for radio. National farm paper volume rose 12% during the year, and, on the basis of 11-month figures, newspaper advertising increased only 1.8%.

The 21.5% increase for radio was well ahead of the pace of recent years. In 1939 the gain was only 12% over 1938, while the latter year showed an increase of only 4% over 1937. Net time sales in 1940 were 33.8% over those of 1937, and 98.4% greater than in 1935.

Net time sales in recent years were as follows:

1935	$ 79,618,000
1937	117,909,000
1939	129,968,000
1940	157,900,000

Gross vs. Net

Dr. Hettinger explained that the gross time sales are arrived at by multiplying the facilities sold by the rate charged for them for a single broadcast—corresponding to the method of measuring newspaper and magazine volume. Net time sales, on the other hand, represent advertising volume following the deduction of discounts granted for frequency of use but before subtracting agency and middleman commissions—which are considered costs of sales. Net time sales, therefore, represent the actual dollar volume of receipts of the broadcasting business. The gross figures are used to procure a comparative picture of various media, because of the difficulty of allowing for various forms of discounts in the compilation of dollar revenue.

A continued trend toward greater increase in national spot (non-network) and local, as against national network business, was detected by Dr. Hettinger. Whereas national network net time sales increased 14.4% over the preceding year, national spot volume rose 24.4% and local increased 28.7%. The non-network business showed a relative growth of approximately twice the rate of increase of 1939, whereas network advertising growth remained approximately the same.

Non-Network Growth

In 1927, network business accounted for nearly 80% of the aggregate revenue, with spot and local providing only 20%. In 1930 the ratio was 68% network against 32% from the other sources; in 1935 it was 56% against 44%. In

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Proposed Treaty Assignments Are Listed in 1941 Yearbook

LISTING for the first time the proposed Havana Treaty assignments of U. S. and Canadian stations by States and Provinces, by frequencies and by call letters, the 1941 edition of the BROADCASTING *Yearbook* number will be off the presses the first week in February and, accompanied by a new radio outline map of the U. S. and Canada, will be distributed without charge to all subscribers. The volume, 480 pages, is the largest of the seven thus far published.

The tabulations of stations by States and Provinces will again list ownership and executive personnel of all stations, including the 76 authorized during 1940.

New Departments

The 1941 *Yearbook* incorporates most of the former departments, revised and improved. In addition to the Havana Treaty tabulations, new departments include a summary-index of articles on commercial successes carried in BROADCASTING during the last three years; text and analysis of rulings under the NAB Code; details of the organization and functions of the Defense Communications Board; rules and standards governing frequency modulation (FM), along with a log of FM stations thus far authorized; television rules and regulations; new rules and regulations governing standard broadcasting; radio income-investment-employment-payroll data.

The directory reveals that exactly 881 standard broadcasting stations were operating or authorized for construction in the United States at Jan. 1, 1941. The revised directory of newspaper-publisher ownership of stations discloses 294 stations in the United States and 27 in Canada were owned in whole or part by such interests, or under option.

Included in the *Yearbook* is the 1940 survey of program popularity by A. W. Lehman, of the CAB; an article on program ratings by Dr. M. N. Chappell, of C. E. Hooper Inc.; new compilations of group ownership and operation of stations; a revised directory of advertising agencies handling radio accounts; a new directory of station representatives and their station lists; network maps, rate cards, executive personnel; directories of transcription, recording and production firms and talent agents; directories of radio equipment manufacturers; a bibliography of literature pertaining to radio; and other data in constant demand.

Actions Authorized For Infringements

ASCAP Plans Proceedings in Various Parts of Country

A NUMBER of suits against radio stations which are charged with performing ASCAP-controlled music without being licensed for such performances have been authorized and are being filed in various cities throughout the country, Herman Finkelstein of the firm of Schwartz & Frohlich, ASCAP attorneys, said Jan. 22. No suits have yet been started in New York, he stated, adding that ASCAP is in no hurry and is moving cautiously in this question of infringements.

"This is not a matter of a day, a week or even a month," he explained. "The courts allow us plenty of time. At present we are chiefly engaged in compiling lists of infringements and planning what action to take.

Networks Next

Asked what effect an acceptance of a consent decree by BMI from the Department of Justice would have on ASCAP's plans, Mr. Finkelstein stated definitely that it would have no effect at all. "BMI is a company union of the broadcasters," he declared, "and its actions won't affect ASCAP any more than a consent decree by Henry Ford and a company union of Ford employes would affect an AFL union which was trying to organize the Ford plant."

Song Pluggers Complain Of Treatment by BMI

CONFERENCES are now being held between Bob Miller, president of the Music Publishers Contact Union, song pluggers' group, and BMI Executives, following a letter of complaint sent by Mr. Miller to BMI in which he accuses it of using unfair methods of competition not permissible under the union's standard agreement with the music publishers.

According to Mr. Miller's letter, "the contactmen's union emphasizes that it is not taking sides in the controversy now raging between ASCAP and BMI, but it refuses to be used as a club by either contestant." Mr. Miller stated that he felt sure a satisfactory solution of the alleged contract violations could be reached through these conferences.

Second action taken by the union after its meeting last week was handled through the New York Central Trades Council, composed of unions affiliated with the AFL. The Council is writing leading network advertisers with musical programs on the air to use their influence in bringing about a peaceful settlement of the music controversy.

NBC Bread Series

NATIONAL BISCUIT Co., New York, is starting daily programs, chiefly news and varying from five to 15 minutes in length, on 15 stations in cities where National Biscuit bakeries are located. Product advertised is NBC bread, McCann-Erickson, New York, is agency.

"COMMITTEE of Jan. 19", representing the Independent Food Distributors Council, which recommended a nationwide radio campaign for independent merchants [see adjoining story] consisted of (l to r seated): Gerard M. Ungaro, Chicago attorney, chairman; Mrs. R. M. Kiefer, National Brands Stores Inc., committee secretary; J. Frank Grimes, president of the Independent Grocers' Alliance; Hector Lazo, National Retail-Owned Grocers Inc., and executive vice-president of the Co-Operative Food Distributors of America; (standing) James H. Black, president of the United Buyers Corporation; Ray Hauntz, director of National Assn. of Retail Grocers. Neil McKay of Volunteer Stores, and Associates was also on the committee but not present at the time of this picture.

Independent Food Distributors Favor Nationwide Radio Promotion Campaign

INDEPENDENT Food Distributors, who met in Chicago the week of Jan. 20 for their annual national convention, have indicated a definite stand in favor of a coast-to-coast program as a means of promoting independents throughout the land. These groups, consisting of 20,000 conventioneers, represented approximately 150,000 grocers and other food distributors responsible for 65% of the total independent business in that field.

More than 500 leaders and executives of various independent groups gathered in the main audience studio of W [illegible] on Jan. 19 for an audition of a proposed program, *American Home Town*, produced by William A. Bacher, director of programs and production for the MBS Chicago key station.

The program, in which it is planned to feature Walter Huston, stage and screen star, on the 173 stations of the Mutual network, is the choice of the "Committee of January 19", temporary steering group appointed some months ago by the Independent Food Distributors' Council to complete details for the proposed radio campaign, and so named because of the date set for the audition.

Favorable Reaction

Although no contracts have been signed, comments on cards distributed to the studio audience indicated an almost 100% favorable reaction to the program.

At the conclusion of the audition the temporary steering group was dissolved and a permanent committee appointed to carry on actual negotiations to organize and finance the proposed program so that it can start in early Spring. First act of the permanent committee was a decision to invite independent dealers outside the realm of foods to participate. This will include such independents as hardware merchants and independent druggists.

The "Committee of January 19" was headed by Gerard H. Ungaro, Chicago attorney, and was made up of J. Frank Grimes, president of Independent Grocers' Alliance; Ray G. Hauntz, National Assn. of Retail Grocers; James H. Black, United Buyers Corp.; Hector Lazo, National Retail-Owned Grocers Inc.; Neil McKey, Volunteer Stores Inc.; and Mrs. R. M. Kiefer, National Brands Stores Inc., the committee secretary. Lazo is also executive vice-president of the Co-operative Food Distributors of America.

Carrier Dealer Plans

DEALERS for Carrier Corp., New York (air conditioning), have been notified by the air conditioning company of a more liberal co-operative advertising plan for 1941, whereby they may choose radio or any other media for their local promotion. The plan, together with the fact that Carrier's advertising budget for 1941 has been increased 20%, was announced Jan. 23 by Walter A. Bowe, advertising manager, at a meeting held in the Hotel Waldorf-Astoria, New York. Some local radio has been used by dealers in the past, but under the new plan more spot campaign or local programs can be used. Carrier agency is Charles Dallas Reach Co., New York.

Tootsie Rolls on 20

SWEETS Co. of America, Hoboken (Tootsie Rolls), about April 14 will start live and transcribed one-minute spot announcements on approximately 20 stations. Agency is Biow Co., New York.

AAAA and NAB Confer On Revised Order Form

AN EARLY and amicable settlement of the differences between the American Assn. of Advertising Agencies and the NAB over the terms of the new standard order form for use by agencies in buying time on individual stations [BROADCASTING, Jan. 13, 20] was predicted following a meeting between executives of both organizations in New York Jan. 23. NAB delegation included Neville Miller, NAB president; Paul F. Peter, research director, and Russell Place, counsel. AAAA group were Fred Gamble, managing director; William Fricke of the AAAA staff and George Link, counsel.

After a discussion of objections raised by the agency group to the proposed form drawn up by the NAB, it was agreed that each organization's staff committees would report to its own member committee on the form, and that probably the chairmen of these committees, Ned Midgley for the AAAA and Harry Wilder for the NAB, would meet in a subcommittee session including not more than three members of each group. If, as expected, this smaller group is able to iron out the major differences, they will continue meeting at frequent intervals until a new form has been agreed on, after which the complete committees will get together for final approval.

Congress Quiz Program To Be Started on CBS

SLANTED toward problems of national and international scope, on a non-partisan basis, WJSV, Washington, on Feb. 1 starts for CBS a new weekly series, *No Politics*, featuring members of Congress. Originated and produced through Henry J. Kaufman Adv. Agency, Washington, the new program combines features of the quiz and informational show, with Congressmen guests answering listeners' queries on all sorts of questions of the day.

The show is to be conducted along strict parliamentary lines, with the m.c. recognizing "The gentleman from Georgia" etc. just as in the House of Representatives itself. Scheduled for the first broadcast are Representatives Clarence Brown, Ohio; Robert Ramspeck, Georgia; August Andresen, Minnesota; John Coffee, Washington. The program, devised by Robert Maurer, of the Kaufman agency's radio department, will be available for sponsorship on CBS, according to the agency.

GE Farm Series

GENERAL ELECTRIC Co., Schenectady, has prepared a series of transcribed five-minute music programs titled, *General Electric on the Farm* featuring Allen Kay as m.c., Ginger Johnson, Ted Steele and the Vass family. Discs will be distributed to GE dealers for placement with local stations as part of a promotion to increase store traffic among rural trade. Transcriptions were produced by Time Abroad, New York. Maxon, New York, is the GE agency.

War Against ASCAP Believed Nearly Won

BMI, Government In Agreement On Decree

By SOL TAISHOFF

WITH ALL SIGNS pointing to the crushing defeat of ASCAP in its self-imposed music war upon radio, the broadcasting industry plans to consolidate its position through execution of a consent decree with the Government, under which Broadcast Music Inc. will be recognized.

Immediately following approval of the proposed decree by the BMI board in executive session in New York Jan. 21, attorneys for BMI and the Anti-Trust Division of the Department of Justice discussed final phases of the legal procedure. Despite unexpected delays, it is now stated that all differences as to the decree have been compromised. The joint agreement will be entered during the week of Jan. 27 in the Federal District Court in Milwaukee after filing on the same day of a new civil suit to be instituted in that court.

Terms Acceptable

Formal announcement of this action will come from the Department of Justice, it is indicated. The BMI board has maintained strict silence on its action of Jan. 21, but it is an open secret that the language of the decree has been approved and that it is viewed as the most acceptable solution of the legal snarl precipitated when the break in ASCAP-broadcasting relations developed at the end of the year. It was following this breach that Attorney General Jackson announced Government plans to prosecute criminally both ASCAP and BMI as alleged violators of the Sherman Anti-Trust Laws.

After nearly a month of ASCAP-less performance, the rank and file of the industry believe its confidence in BMI has been more than vindicated. This is reflected in surveys and reports which clearly show that the public not only has not revolted against absence of ASCAP music, but in many cases actually has praised the "improved quality" of radio fare. Moreover, recent developments whereby new music will be made available for radio, are expected to make ASCAP even less essential for radio.

These include announcement by J. J. Shubert of the formation of the Performing Rights Society of the Theater Inc., which will make available grand rights of popular and semi-classic works to radio; movements afoot in Hollywood whereby motion picture exhibitors are contemplating formation of separate radio performing rights establishments, and reported impending defections from ASCAP itself.

The fact that leading surveys have indicated that the radio audience has maintained normal balance during January with ASCAP music off the networks and the vast majority of stations, also is regarded as indicative of the industry's ability to get by without ASCAP. As a matter of fact, responsible industry officials feel that the fight with ASCAP is over even now.

Broadcasters expect to see an outcropping of infringement suits against networks and stations by ASCAP publishers, whether or not they are responsible actions. Even though the industry has exercised extraordinary care in avoiding infringements, it is thought that unquestionably ASCAP has succeeded in picking up at least a few inadvertent infringements and that it is saving up such suits with the idea of filing them in wholesale lots.

But it is felt that if this strategy originally was designed to force the industry to capitulate to a blanket license agreement, pursuant to the scale proposed by ASCAP last year, it is doomed to failure. In 1940 it is estimated that ASCAP received upwards of $5,100,000 from the broadcasting industry on the flat 5% of gross royalty. Under its sliding scale proposed to the industry effective Jan. 1, this tribute would have been increased to approximately $9,000,000, according to industry estimates. It was because the broadcasters refused to capitulate to these demands that BMI was formed and that the industry, by and large, decided to forego the purchase of ASCAP music.

Precisely when the consent decree will be entered in Milwaukee was in doubt as BROADCASTING went to press. But it was emphasized there would be no further hitches and that agreement had been procured on the legal action. Under it, clearance at the source on all music performed by the networks will be required within a year of the date ASCAP is reorganized, either as a result of a consent decree or after the conclusion of criminal action which the Department contemplates bringing against it. Other changes in the BMI structure will be entailed, but only three months after ASCAP finally is changed. Thus, until ASCAP makes its legal accounting, BMI will be horizontally competitive with it, continuing on its present basis.

Procedural Steps

After the BMI board meeting in New York Jan. 21, Sydney M. Kaye, executive vice-president and general counsel of BMI, and Godfrey Goldmark, special BMI counsel retained when conversations with the Anti-Trust Division were b gun, conferred all day Jan. 23 with Government attorneys. In these sessions, for the Government were Victor O. Waters, special assistant to the Attorney General in charge of the copyright case; Warren Cunningham, Mr. Waters' assistant, and Holmes Baldridge, chief of the Litigation Section of the Anti-Trust Division, acting for Assistant Attorney General Thurman Arnold. Mr. Arnold, it is understood, was out of town.

As far as could be ascertained, there was no further discussion of terms of the decree. Some conversation developed regarding procedural steps. It is entirely possible that the Government and BMI counsel will seek to have Federal Judge F. Ryan Duffy, in Milwaukee, take jurisdiction over the case on Jan. 27 or shortly thereafter.

The consent decree, according to informed quarters will involve only BMI and not NBC, CBS and NAB, as originally indicated by Assistant Attorney General Arnold in his sensational announcement regarding dual action against both ASCAP and the broadcasting industry under the Anti-Trust laws.

It is felt that BMI, under the conditional decree, will provide adequate relief, as far as the Government is concerned, and that it will not be necessary to join the networks or NAB in the action. The Government originally contended, in announcing its plans to prosecute, that it felt that the BMI

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ASCAP's Hookup

WITH songwriters Benny Fields and Joe E. Howard added to the talent previously announced for *ASCAP on Parade* [BROADCASTING, Jan. 20], the first broadcast of this ASCAP-sponsored series was scheduled to go on the air 8-9 p.m. Jan. 25, originating in the studios of WMCA, New York, and broadcast simultaneously by WHN, WNEW and WOV, New York; WWSW, Pittsburgh; WDAS, Philadelphia. and WINX, Washington, which received the program through a special hookup. About 100 other stations were to receive transcriptions of the program for delayed broadcast, it was stated.

New Shubert Copyright Pool Opens More Music to Radio

THEATRICAL producers are getting into the music controversy between the broadcasters and ASCAP, it was revealed Jan. 24 when J. J. Shubert, well-known theatrical producer, announced the formation of The Performing Rights Society of the Theater Inc., an organization of song writers and composers, closely aligned with the theater. Move is "designed to stimulate the production of popular music by new composers and to make available for broadcasting a vast storehouse of popular and semi-classical musical literature," the announcement states.

Protesting against present difficulties in the broadcasting industry concerning inequitable division of royalties, Mr. Shubert offered to furnish through the new Society a library of more than 500 musical plays, including "Blossom Time," "The Student Prince," "May Time" and many more. More than 100,000 separate musical compositions are represented. The organization will also make available for broadcasting several hundred dramatic plays, it was stated.

In most cases, the Shubert organization owns "grand rights" as opposed to "small rights" held by ASCAP. Insofar as the grand rights performances do not infringe upon the small rights held by ASCAP or some other copyright owner, they can be performed on the air or in any other manner.

It was explained that the small rights include single numbers from a production, whereas the grand rights involve an entire sequence or act in which several songs may occur. Thus, it is presumed that the grand rights made available for radio only could be used in full dramatic productions, rather than in conventional programs in which numbers are only interspersed.

As far as the broadcasting industry is concerned, the Shubert announcement is viewed as "very helpful", since it will create another competitive group with which broadcasters can deal. It is expected that in the near future arrangements will be made with the broadcasting industry — possibly through BMI—for performance arrangements with the Shubert Society.

Others to be Invited

Explaining that the Performing Rights Society's chief aim will be to encourage new talent on the stage and on the air, Mr. Shubert said that other theatrical producers and all authors and composers, professionals and amateurs alike, will be invited to join the new Society.

"Royalties and profits," he said, "will be divided equitably among members without discrimination or favor—big names and so-called seniority will mean nothing." It was also stated that 10% of all revenue of the organization will go to a special fund designed to give financial aid to promising new composers.

Mr. Shubert said that the new Society will begin operations immediately, regardless of an ASCAP-BMI settlement, and that it is "prepared to license all broadcasters on an equitable and fair

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ADVERTISING PAGES REMOVED

Basic Treaty Allocations Hold Firm

Technical Session Busy Solving Secondary Conflicts

THE TEDIOUS task of justifying Havana Treaty assignments of 1,300 standard broadcast stations on the North American Continent, to eliminate interference, was pursued by delegations representing the North American nations at conferences in Washington during the last fortnight. It is likely the conferences will run into a third week.

Thus far, according to informal comments of delegates, no insurmountable problems have arisen, though a number of minor alterations of assignments have been necessary. It was predicted they would have no bearing on basic Treaty allocations or lists released by the FCC for stations in this country Sept. 10 [BROADCASTING, Sept. 15].

Possible Partial Shift

The continental reallocation is slated to become effective March 29, though there is the possibility that only a partial shift will be invoked if all stations are not prepared to operate on their new assignments. In such event it is expected stations not prepared to assume their new assignments will be authorized to operate with decreased power to minimize interference.

Thus far, it is indicated, the conference has not tackled the border question, most serious of the allocation problems. Assurances have been given all along, however, that the situation will be adjusted and that most, if not all of these high-powered stations will be forced to stop operating at their present locations or else change sites or directional characteristics to serve Mexican rather than American audiences. Since the opening session Jan. 14 the conferences have been entirely technical. They are under auspices of the FCC engineering department.

Final results, including settlement of questions regarding border stations as well as of the bilateral agreement under which Mexico retains fully cleared status on four channels, with only one station duplication on two others, probably will not become known until the concluding plenary sessions are held under State Department auspices.

An Air of Harmony

There has been considerable discussion regarding the bilateral plan, originally a gentleman's agreement, and it is entirely possible that certain phases of it will be reduced to writing before the conference terminates. Under this agreement, reached last year, this country acquiesced to the Mexican suggestion that the frequencies 730, 800, 900 and 1570 kc. be kept entirely clear.

In addition, it was understood that on the 1050 kc. channel this country would assign only one station — WHN, New York — which presumably is slated for 50 kw. operation and one station on 1220 kc. in the Midwest, also as a Class II outlet, with 50,000-watt potentialities. It has been pointed out that this arrangement would in no way disturb the Havana Treaty as ratified, since it all can be accomplished within the Treaty framework without altering the basic allocations structure. Moreover, this is viewed as in no way involving any surrender of rights by any of the signatory nations.

Unless there are unforeseen developments, the informal engineering conference is expected to be concluded in harmony. The State Department, in an interim report Jan. 22, said the technical representatives of Canada, Cuba, Mexico and the United States, as well as those of Haiti and the Dominican Republic, are "making very satisfactory progress in the solution of the engineering details arising from the frequency notifications of the various governments which are parties to the North American Regional Broadcasting Agreement, Havana, 1937."

Solving Conflicts

The Department added that while "some rectifications of a minor character are involved in the various notifications by reason of unavoidable conflicts of an engineering nature, all delegates are most optimistic of an early solution." The announcement continued:

"The work of the technical committee involves the assignment of frequencies in the standard broadcast band to nearly 1,300 radio broadcasting stations in the North American region, so that these stations may operate simultaneously with a minimum of interference to their respective services.

"This constitutes an engineering problem which requires consideration of each separate frequency assignment. Obviously, no valid statement of frequency assignments can be made until the work of the committee has been completed and referred back to the conference as a whole which holds its plenary sessions at the Department of State."

ON RECLAIMED land WIOD, Miami, has built this colorful transmitter building, with new 300-foot towers in the background. Landscaping will make it one of the most attractive in the country, says WIOD. The site is located in Biscayne Bay. Formal dedication is planned about Feb. 1.

As BROADCASTING went to press it was indicated that adjustments had been completed with the Canadian delegation and that few significant deviations were indicated. Conversations were still going forward with the Mexican delegation under a committee headed by Commissioner T. A. M. Craven and further sessions were to be held with the Cuban delegation. It was indicated that the concluding phases would be covered the following Monday or Tuesday.

Canadian Adjustments

Possibility that one or two of the Class II assignments earmarked for this country might be given to Canada to accommodate certain of its basic needs, were discussed. A number of adjustments had to be made to care for as ignments in important cities in this country, notably with Canada, but were believed well on the road to solution, to the satisfaction of all concerned.

Both State Department and FCC officials emphasized the cordial relations existing among the delegations. In one quarter it was described as the most harmonious international communications session ever held.

Discussion of specific assignments, it was emphasized in all quarters, is premature because the entire list of 1,300 stations must be correlated. Tentative agreements reached in subcommittee sessions may be altered somewhat in the final conversations, it was pointed out. The whole effort appeared geared toward the March 29 reallocation, whether on a token or a full-scale basis.

Postal Telegraph Spots

POSTAL Telegraph - Cable Co., New York, now on 52 stations with spot announcements, will probably add about 30 stations during 1941, according to Biow Co., New York, agency in charge. Additional markets will include industrial areas with increased defense payroll traffic. Postal has been featuring its money-order service in its copy, with the frequency of the spot announcements increased at the time of pay-day.

FAST ACTION SEEN ON TREATY CASES

QUICK action by the FCC on applications for contested facilities earmarked under the Havana treaty is indicated in a Jan. 2[illegible] action. The FCC set for hearing March 4 competitive applications for the 680 and 690 kc. channels. Action on the applications prior to March 29, scheduled allocation deadline of the Treaty, is anticipated.

On Jan. 22, the FCC also set for hearing the application of KSFO, San Francisco, for assignment on 740 kc., with 50,000 watts. This facility has been earmarked, under the Treaty, for KQW, San Jose, and a contract already has been entered into whereby the station would serve as the San Francisco outlet for CBS, in lieu of KSFO [BROADCASTING, Nov. 15].

Stations seeking assignment on 690 kc. with 50,000 watts, slated to go to KGGF, Coffeyville and WNAD, Norman, on a sharing basis, are KOMA, Oklahoma City; KMBC, Kansas City, and the Free Jones Broadcasting Co., Tulsa. Those seeking assignment to 68[illegible] kc. and joined in the hearing because of mutual interference problems are KWK, St. Louis and KFEQ, St. Joseph, Mo. In addition, notices of hearing also were sent to WHB, Kansas City; WMAQ, Chicago; WLW, Cincinnati; KPO, San Francisco, and WPTF, Raleigh, because of possible interference considerations or pending applications.

Ed Kirby Will Assume Duties in Army Jan. 27

EDWARD M. KIRBY, NAB public relations director, is scheduled to report for duty at the War Department as the Army radio liaison officer on Jan. 27, at which time he will begin an indefinite leave of absence from the trade association. Designated Jan. 7 as a "dollar-a-year" man, Mr. Kirby will retain his status with the NAB and spend some time each week on trade association work [BROADCASTING, Jan. 13].

In his new post Mr. Kirby will handle radio liaison for the public relations branch of the Army, with particular stress on programming and morale-building work. The appointment was made upon recommendation of Gen. George C. Marshall, Chief of Staff of the Army, with the approval of President Roosevelt. Mr. Kirby will report to Lieut. Col. Ward H. Maris, chief of the public relations branch in the office of the Deputy Chief of Staff. He will head a newly-created radio section, and probably will organize a radio staff.

Spreckels Sugar News

SPRECKELS SUGAR Co., San Francisco (Honey-dew sugar) on Jan. 21 started a 13-week newscast series, thrice weekly on 14 stations of the Mutual-Don Lee network in Oregon and Washington (KALE KORE KRNR KOOS KFJI KVOS KRKO KOL KMO KPQ KXRO KGY KELA KWLK). Newscasts originate at KFRC, San Francisco. Sponsor has signed for another 13 weeks campaign over the same stations in the fall. Agency is J. Walter Thompson Co., San Francisco.

Shouse to Tour Latin Countries

WLWO Party Will Arrange Inter-American Hookup

JAMES D. SHOUSE, Crosley Corp. vice-president in charge of broadcasting, along with two other representatives of WLWO, Crosley international shortwave outlet in Cincinnati, on Jan. 23 left on an extended tour of Latin America.

Principal objective of the trip will be to establish working relations with Central and South American radio stations in conjunction with arranging an inter-American network built around WLWO. Others making the tour are G. E. (Jerry) Branch, technical assistant to Mr. Shouse, and Antonio Rojas Villalba, international network coordinator.

As Far As Guatemala

Although Mr. Shouse will go only as far as Guatemala, the other two will tour all principal cities of Latin America. He explained that his reason in participating in the first portion of the trip was to obtain first-hand reactions of the first stations approached to the proposals advanced by the Crosley representatives. In this way it will be possible to make any necessary revisions in the basic plan without wasting time, Mr. Shouse said.

An attempt also will be made to obtain as much information as possible along the lines of programming, listener preferences, technical facilities, shortwave receivers, commodity studies, methods of selling the medium, and other pertinent data which will lead to the establishing of stations in South America on a basis similar to those found in this country.

The trio left Cincinnati by plane Jan. 23 for Mexico City, where they will remain until Jan. 31, when they will fly on to Guatemala. From there Messrs. Branch and Villalba will go to San Salvador, Honduras, Nicaragua, Costa Rica, Panama, Colombia, Venezuela, Ecuador, Peru, Chile, Argentine, Uruguay, Brazil, Puerto Rico, Dominican Republic, Haiti, Cuba, and return by way of Miami.

As the information is complied, it will be sent back by airmail to Wilfred Guenther, manager of WLWO, who, along with his staff, will use it in establishing strong links in South America and making improvements.

Water Heater Spots

DAY & NIGHT WATER HEATER Co., Monrovia, Cal. (heaters), consistent user of radio time, is currently using six transcribed and live time signal announcements weekly on KSFO KMJ KNX KPRC KRLD KNOW WACO KGBX WSFA. Firm in addition sponsors a nightly quarter-hour newscast on KWKH, Shreveport, La. Hixson-O'Donnell Adv., Los Angeles, has the account.

BRUCE BARTON, president of BBDO, has been appointed chairman of the program committee for the guest day session of the 1941 convention of the American Assn. of Advertising Agencies, to be held May 1-3 at The Homestead, Hot Springs, Va.

OFF TO LATIN AMERICA fly three representatives of WLW-WLWO, Cincinnati, to make arrangements for an inter-American network built around WLWO, Crosley international shortwave station. Given a send-off by Robert E. Dunville, general sales manager of WLW (right), the trio mounts the ramp of a Mexico-bound plane as an American Airlines pilot and stewardess stand smilingly ready—(l to r) Jerry Branch, technical adviser of Crosley broadcasting interests; James D. Shouse, Crosley Corp. vice-president in charge of broadcasting; Antonio Rojas Villalba, of WLWO Spanish department, international network coordinator.

CBS NAMES UNANUE LATIN NEWS EDITOR

ROBERTO IGNACIO UNANUE, until recently on the cable desk of *La Nacion* and in the AP Bureau in Buenos Aires, has been appointed Latin-American news editor of CBS, to work in New York directly under Edmund Chester, CBS director of shortwave broadcasts.

Mr. Unanue, a member of a prominent Argentine family, is the author of a standard work on international law, written in 1926 while a law student at the U of Buenos Aires. After leaving college, he wrote free-lance news articles for magazines and newspapers, joining *La Nacion's* foreign news editing staff, where he handled the coronation story and the scuttling of the *Graf Spee* in 1939.

Coming to the United States last spring to cover the Indianapolis Speedway and the Kentucky Derby, Mr. Unanue reported the former event in a broadcast to Argentina. He returned to Buenos Aires to resume his news desk duties, remaining there until Nov. 4, 1940 when he sailed again for America.

CAMELS TO LATINS

Xavier Cugat's Program Now Being Shortwaved

LATIN American music of Xavier Cugat's orchestra, which started Jan. 9 on NBC-Red under sponsorship of R. J. Reynolds Tobacco Co., Winston-Salem, N. C., is now being shortwaved to South America on NBC's shortwave stations WRCA and WNBI, according to Lloyd P. Yandell, director of commercial broadcasting for NBC's international division.

The program, titled *Camel Cigarettes Present Xavier Cugat and Yvette with Bert Parks*, is heard on NBC-Red, Thursdays, 7:30-8 p.m.; and shortwaved the same night at 9:15 p.m. English announcements are eliminated and Spanish text substituted with Ken Smith as announcer. Charles Carvajal handles production and Wm. Esty & Co., New York, is the agency.

Shortwave Power Boost Is Extended to July 1

RESPONDING to operators' pleas for additional time to construct high-power international broadcast facilities, the FCC announced Jan. 22 it had extended to July 1 the deadline for operation of international outlets with a minimum power of 50 kw. The extension was granted after 11 stations holding construction permits for installation of new equipment to conform with the minimum power requirements had indicated they would need more time to complete installation.

Originally the 50 kw. operation deadline had been set at July 1, 1940. This subsequently was extended to Jan. 1, 1941. The latest extension presumably will be the last. All international stations presently licensed have either constructed or are constructing facilities conforming to the minimum requirements, with exception of WCAB, licensed to WCAU Broadcasting Co., Phila., which will be deleted upon erection of a new station to supplant WCAB by CBS.

Pierce's Discs

PIERCE'S MEDICINES Inc., Buffalo (Favorite Prescription), on Jan. 13 started a 13-week varying schedule of five or more one-minute transcribed announcements a week on 31 stations. Selected are WOKO WKBW WHAM WFIL WHP WEEU WGBI WBAL WTAR WDBJ WRVA WXYZ CKLW WOOD WIND WJJD WDZ WISN WTAQ WHK WKBN WCAE WMMN WDOD WNOX WGST WMAZ WTOC KWK KFRU WIBW. Also the sponsor has added six stations carrying its varying schedule of one-minute announcements in behalf of Golden Medical Discovery [BROADCASTING, Jan. 1]. making a total of 38 stations being used. Stations added are WXYZ, Detroit; KRNT, Des Moines; WMT, Cedar Rapids; WNAX, Yankton, S. D.; KXOK, St. Louis; WGAR, Cleveland. Agency is H. W. Kastor & Sons, Chicago.

Shaw Appointed WMCA Manager

Given More Power by Noble; Robert, Curtiss Are Named

RETENTION of Donald S. Shaw as general manager of WMCA with "amplified responsibilities and authority" was announced Jan. 20 by Edward J. Noble, new owner of the station. Executive vice-president of WMCA under its ownership by Donald Flamm, Mr. Shaw will relinquish that title but continue his duties as general manager.

Mr. Shaw

Leslie Evan Robert, formerly program director of WMCA, and John F. Curtiss, who joins the station after wide experience in advertising, promotion and radio, have been appointed assistants to Mr. Shaw. Mr. Noble, chairman and principal owner of Life Savers Corp. and former Under-Secretary of Commerce, will participate actively in direction of the station, which he acquired Jan. 17 after protracted negotiations with Mr. Flamm. The purchase price was $850,000.

Improved Programs

No sweeping changes of personnel are planned in the new setup, Mr. Shaw told BROADCASTING, although there will probably be considerable realignment of duties as the reorganization gets under way. All emphasis will be on programming, he stated, pointing out while it is too soon for any specific details to be announced, the goal of the new organization is "to make WMCA a truly independent station with but one idea in mind, to give the New York audience a program service representing the true spirit of New York.

"Unlike the network programmers, who must consider the South, the Farm Belt, the Pacific Coast and the New England audiences," he stated, "we at WMCA can ignore all these regional differences and concentrate on serving New York listeners with programs typifying the education, culture, religion and entertainment of New York. Our news, while not neglecting the international scene, will emphasize the metropolitan aspect and the metropolitan scene in the same way they are stressed by New York newspapers."

U. S. Tobacco Series

U. S. TOBACCO Co., New York (Dill's Best, Model smoking tobacco) on Feb. 24 will replace *Pipe Smoking Time*, currently heard on 55 CBS stations Mondays 8:30-8:55 p.m. with a half-hour variety musical, titled *Gay Nineties Revue*. Until its sponsorship by U. S. Tobacco, *Gay Nineties Revue* has been a sustaining CBS program, and will continue to be broadcast Saturdays, 7:30-8 p.m. Arthur Kudner, New York, is agency.

FOX RADIO FEATURES, New York, an affiliate of Fox Feature Syndicate, and distributor of the transcribed series, *The Blue Beetle*, has moved its offices from 480 Lexington Ave. to 247 Park Ave.

CAB Names Bannerman Paid Head

Cooperation With BMI Pledged at Annual Convention

By JAMES MONTAGNES

A PAID president, first in history of the Canadian Assn. of Broadcasters, was elected as the CAB closed its two-day session in Montreal Jan. 21.

The new president is Glenn Bannerman, advertising manager of Hudson Motors of Canada and recently president of the Assn. of Canadian Advertisers. He will serve as president-general manager at salary of $10,000 a year. Harry Sedgwick, president for several years, is expected to continue active in CAB affairs as chairman of the board of directors.

Mr. Bannerman is widely known in Canadian advertising and broadcasting circles. For several years he has attended CAB conventions as an observer for the ACA and he has worked closely with the broadcasting industry in his ACA capacity.

Sedgwick's Report

In his annual report Mr. Sedgwick stressed that "during 1940 the presidency was almost a fulltime job". He discussed developments in the sponsored newscast situation which were cleared up by Dec. 31, 1940; the successful method devised for political broadcasts during general and provincial elections in the spring of 1940; changes the CAB had effected with the Canadian Broadcasting Corp. in regard to transcription regulations; latest allocation developments under the Havana Treaty and what the CAB's technical committee under George Chandler, CJOR, Vancouver, had done; the CAB's more amicable relations with the CBC; the forthcoming sessions with the Canadian government's Copyright Appeal Board on Feb. 12, in regard to a set fee for the Canadian Performing Rights Society (Canadian ASCAP) and the entry of BMI into Canada as an incorporated company, BMI (Canada) Ltd.

He told CAB members they could look forward to a Parliamentary Committee investigation of the CBC and broadcasting in general in 1941; and told of the many meetings with government wartime boards CAB directors have had during the past year.

Discussing the sponsored newscast regulations which went into effect on Jan. 1, Mr. Sedgwick said that "while it may be that we have a little less than we had, I think advertisers continue to regard news programs as desirable and I know of no radio interest that has been seriously hurt by the new regulation. Unquestionably the CBC news service now has an opportunity to improve, and I remind you that with so many of our stations affiliated with CBC any improvement in their service will directly benefit those member stations".

He reported the various technical meetings which had been held by both the CAB and the western stations operated by Taylor, Pearson & Carson, and of the outcome of these meetings on the frequency reallocations under the Havana Treaty. In the first day's afternoon session George Chandler, CJOR, Vancouver, gave his more detailed report. Both Chandler and President Sedgwick pointed out that CAB investigations have led them to ask the Canadian government to force Canadian stations to go to the limit of their power under treaty regulations; that the Canadian Department of Transport engineers were in favor; and that Transport Minister C. D. Howe, under whose department also falls the CBC, will be asked to do his utmost to get CAB findings on horizontal power increases on all stations put through.

Copyright Problems

"We have been informed," Mr. Sedgwick stated in his report, "that department (of Transport) officials are in favor of permitting such increases as it is clearly in the interest of the Canadian listeners that their stations should have as powerful a signal as possible. We hope that we will be able to persuade the CBC Governors to abandon their old policy of freezing stations to a 1,000-watt maximum."

George Chandler praised Norman Goldman, business manager of BROADCASTING, for the assistance he had given in obtaining FCC information for the CAB technical committee at various times.

The afternoon session of the opening day, following the report of the Havana Treaty technical developments, was devoted to a discussion of the copyright situation, with Joseph Sedgwick, CAB counsel, reporting on activities on the entry of BMI (Canada) Ltd., into the field. It was announced that a survey was being made by the CAB and the CBC to show how much music was being used on Canadian stations, how much of this was CRPS music, how much BMI and how much public domain music.

The findings will be placed before the Copyright Appeal Board at Ottawa Feb. 12, which will set the 1941 rate Canadian stations will pay. CPRS has filed a tariff of 1½ cents per licensed receiver, BMI (Canada) a tariff of 1 cent per licensed receiver, and the CAB with an eye to the future has asked for a tariff based on a per-piece performance rate, with a minimum of 5 cents per piece and a maximum of 50 cents per piece. It was hoped to get this tariff filed by the Copyright Appeal Board, but failing this, that the Board could be shown that no increase in the fee per set was justified, and that the present 8 cents per licensed receiver be retained with CPRS getting 6 or 7 cents and BMI (Canada) 1 or 2 cents, depending on the results of the survey now being made.

American Appeals

C. Lloyd Egner, of NBC, New York, and C. P. MacGregor, of Los Angeles, both told Canadian station operators latest developments in the music battle. Both stressed that Canadian stations should cooperate to the fullest in using BMI music to show the support the Canadian broadcasters are giving their American colleagues in the struggle.

The CAB has worked closely with the CBC and its legal advisers in this matter.

President Sedgwick reported that "throughout the year we have maintained friendly relations with the NAB and its officers and on your behalf I desire to thank them for their kind and unsparing assistance at all times."

Four new stations were admitted to membership, CKNX, Wingham, Ont.; CKRN, Rouyn, Que.; CFAR, Flin Flon, Man.; CHLT, Sherbrooke, Que.

The financial statement of the CAB for the calendar year 1940

NEW CAB DIRECTORS—Seated (l to r): T. A. Evans, secretary-treasurer; George Chandler, CJOR, Vancouver; J. N. Thivierge, CHRC, Quebec; Harry Sedgwick, CFRB, Toronto; Gordon Love, CFCN, Calgary. Standing (l to r), Joseph Sedgwick, CAB counsel; J. S. Neill, CFNB, Fredericton, N. B.; E. T. Sandell, CKTB, St. Catherines, Ont.; H. R. Carson, CFAC, Calgary. All were named at the Montreal convention.

NAB to Toronto?

AS AN international goodwill gesture the Canadian Assn. of Broadcasters decided at its convention Jan. 22 to discuss with the NAB the possibility of holding the 1942 NAB convention in Toronto, thus giving Canadian broadcasters a chance to meet American colleagues. The CAB board of directors was asked to look into the proposal.

Canadian Broadcasters Hold Their Seventh

showed total receipts from membership fees of $21,330.75, which with a balance on hand from 1939 brought total receipts to $29,448.11. Expenditures including travelling, salaries and office amounted to $23,714.69, leaving a balance of $5,733.42. At Dec. 31, 1940, the balance plus fees receivable and other items, brought the surplus account to a total of $9,865.01.

Elected to board of directors were Harry Sedgwick, CFRB, Toronto; Gordon Love, Calgary; Harold R. Carson, CFAC, Calgary; George Chandler, CJOR, Vancouver; J. S. Neill, CFNB, Fredericton, N. B.; J. N. Thivierge, CHRC, Quebec, Que.; E. T. Sandell, CKTB, St. Catherines, Ont.

CBC Represented

Close to 100 broadcasters and representatives of the industry in Canada and the United States attended the three day convention at the Mount Royal Hotel.

Members of the CBC station relations and commercial departments were in Montreal. While not officially attending the convention Major Gladstone Murray, CBC general manager; Dr. A. Frigon, assistant general manager; E. A. Weir, commercial manager; Jack Radford, station relations supervisor, were on hand.

Maj. Murray, appearing briefly, paid tribute to the splendid cooperation of the privately owned stations in Canada's war effort. "It is true to say," he stated "that the whole of broadcasting in Canada is an effective unit on behalf of the things that matter. Broadcasting in Canada is an integrated force, a recognizable pattern, a potent means of reflecting and reinforcing the national purpose both in war and peace. In helping to win the war together we shall learn how to work together contributing in peace."

Dr. Frigon told the new paid president publicly that the door to the CBC was open to study and iron out the CAB's problems where the CBC could cooperate.

The War Savings Finance Campaign [BROADCASTING, Jan. 20] was discussed in detail at the morning session Jan. 21, but no decision was reached as to what proportion of the money to be received from the government would be turned back in the form of a Spitfire or other patriotic fund.

Insurance Law

Cocktail parties were held by All-Canada Radio Facilities and jointly by the Canadian Marconi Co. and CFCF, Montreal.

Closing session of the convention Jan. 22 considered the Canadian Unemployment Insurance Act which comes into force in July, 1941. It was decided to confer with the CBC, program producers and advertising agencies so the entire industry would be able to act as a body, since the act affects fulltime and parttime employes and artists of the stations.

Support for BMI

TO SHOW their support of BMI, Canadian broadcasters on Jan. 20 sent the following telegram to BMI: "The Canadian Assn. of Broadcasters at its annual meeting today unanimously resolved that the CAB congratulate BMI on its spectacular success and stands wholeheartedly behind BMI in its efforts to get a fair deal for broadcasters and the public in musical copyright matters. The CAB members pledge their full support to this great effort."

Carter on Sustaining

UNITED AIR LINES, Chicago, on Jan. 20 discontinued sponsorship of Boake Carter's quarter-hour commentary on MBS three nights weekly .Although the sponsor, Mr. Carter and N. W. Ayer, New York, the agency in charge, refused to be quoted, it is understood the inability of the air line to secure commercial transports because of the defense program led to advertising curtailment. Mr. Carter, however, will continue to be heard sustaining three nights weekly on MBS and it has been reported a prospective sponsor has taken an option on the program.

New CAB President

GLENN BANNERMAN

For complete registration list at CAB convention see page 40.

COLUMNIST SERIES RESUMED BY BRAZIL

GOVERNMENT of Brazil, which sponsored the *Washington Merry-Go-Round* columnists, Drew Pearson and Robert S. Allen, on NBC-Blue last fall, Jan. 26 resumed the series on an expanded 45-station Blue network, Sundays, 7:30-7:45 p.m.

This move by Brazil brought from President Roosevelt a telegram of congratulations to the Washington columnists, as well as a cable from President Vargas of Brazil expressing the hope that "this program may be instrumental in bringing about, together with a better understanding, a closer cooperation between our two peoples." Patterned after the Pearson and Allen syndicated newspaper column, the program, titled *The Facts in the News*, features news and comment on Brazilian affairs. Agency is Campbell-Ewald Co.

KGW, WEBC, WJAS, GET 5 KW. GRANTS

KGW, Portland, Ore., WEBC, Duluth, Minn., and WJAS, Pittsburgh, Jan. 22 were authorized by the FCC to install 5000-watt transmitters, with directional antennas, for fulltime operation as Class III-A stations under the Havana Treaty. KGW, operating on 620 kc., will use a directional antenna day and night, under its construction permit. WEBC and WJAS, both operating on 1290 kc., will use directional antennas at night only.

WMAZ, Macon, a limited-time station, was granted a modification to change hours to unlimited time with 5,000 watts day and 1,000 watts from local sunset to sunset at Albuquerque, and 250 watts after sunset in the New Mexico city. The station operates on 1180 kc., on which KOB is the dominant station.

WTMA, Charleston, S. C., was increased in status from a local to a regional, with the authorization of a construction permit to shift frequency from 1210 to 1220 kc. and increase power from 250 watts to 1,000 watts fulltime.

KWLC, Decorah, Ia., licensed to Luther College, was granted a construction permit to shift frequency from 1270 to 1210 kc. and increase its hours from sharing daytime to daytime, with an increase in power from 100 to 250 watts. The authorization was the sequel to recent action of the FCC in granting KGLO, Mason City, fulltime on 1270 kc.

Beech-Nut Cigarettes Entering New Markets

P. LORILLARD Co., New York, has expanded distribution of its new product, Beech-Nut cigarettes, to include the New York city area. The new king-size cigarette was introduced almost two months ago in the western New York State area with radio promotion consisting of a current quarter-hour program week-days on WBEN, Buffalo, called *Buffalo Speaks*, and a daily quarter-hour newscast on WSYR, Syracuse.

While other media have been used for the introduction of the product into New York, and no radio plans have been divulged by Lennen & Mitchell, New York, agency handling the account, it is understood that radio will eventually be used to promote the cigarette in the metropolitan area.

New WATN Starting

THE NEW WATN, Watertown, N. Y., 250 watts on 1210 kc., was to go on the air Jan. 27, according to A. Dinsdale, commercial manager, who at one time was editor of the magazine *Science & Invention*. Equipped with an RCA transmitter and 175-foot Blaw-Knox tower, the station is one of two new locals authorized last July. [BROADCASTING, Aug. 15, 1940]. Manager of the station is S. Kirby Ayers, formerly of Ayers & Prescott, New York program firm. Mr. Dinsdale at one time was with CBS and latterly has been production manager of AudiVision Inc., producer of industrial films. The station is owned in equal parts by G. Harry Righter, wholesale grocer; Dean R. Richardson, and Ruth F. Gamage.

Annual Convention in Montreal, Jan. 20-21

CLICK!
KMBC RHYTHM RIDERS

CLICK!
ERLE SMITH, KMBC Newscaster

CLICK!
JUNE MARTIN, KMBC "Food Scout"

"Clicks That Cut Your Cost"

When radios click merrily to your program, your advertising costs drop . . . the more listeners you attract, the less you pay per listener and per sale!

What makes radios click on? Why, programs that "click," of course. And in this healthy, wealthy Missouri-Kansas market, that means KMBC shows, staffed by big-name personalities...tested, proven programs, bolstered by intensive promotion and publicity.

When programs click, radios click! You can depend on KMBC for these "clicks that cut your cost"!

CLICK!
WALT LOCHMAN
KMBC Sportscaster

CLICK!
BEULAH KARNEY
Director of KMBC Food Service

CLICK!
PHIL EVANS
Director of KMBC Farm Service

CLICK!
BRUSH CREEK FOLLIES, KMBC and CBS

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

MILITARY BACKGROUND FEATURES INAUGURAL COVERAGE

FULLY UNIFORMED and bandoliered, the special network crews handling descriptions of the Inaugural parade in Washington Jan. 20 blended smoothly into the military theme of the huge parade. Perched in one of the Army's armored scout cars as it moved in the line of march, the MBS trio at left provided a running commentary on parade units and crowds lining Pennsylvania Avenue. They are (l to r) Frank Blair, special events announcer of WOL, MBS Washington key; George Riley, engineer of WOR, Newark; Ray Kaplan, WOL engineer. The doughboy at their left presumably was on hand to keep machine guns out of their faces. At right is one of the CBS teams covering from the midst of the inaugural procession. Peering out from behind a high calibre machine gun is John Charles Daly (left), special events announcer of WJSV, CBS Washington key, and Sid Bergere, CBS, New York.

Service of Radio Praised by Early

Medium Called Barrier to the Destruction of Society

HIGH Administration regard for radio on an equal footing with newspapers as an instrument of democracy was reflected in a Jan. 24 speech by Stephen Early, White House press secretary, before the Minnesota Editorial Assn. in St. Paul. Observing that "society must be destroyed before either dictatorship or totalitarianism can be established", Mr. Early declared:

"You all know what part the press and the radio play in society as we know it. The newspaper is not only the recorder of group and association activities; it is one of the guardians of their freedom to act and express themselves, and thus of the freedom of the individuals who make up the groups and associations.

Savior of Society

"Freedom of the press then means vastly more than the right of a newspaper or a radio station to report fearlessly the deeds and opinions of others. When freedom is denied to the press, the whole structure of society suffers. In other words, if you want to destroy society, you must destroy the press and the radio."

Appearing earlier in the day at the dedication of the new plant of the *St. Paul Dispatch* and *Pioneer Press*, Mr. Early reiterated at President Roosevelt's request the President's 1936 statement:

"Representative democracy will never tolerate suppression of true news at the behest of government. For a century-and-a-half we have had here free education and a free press, free public forums and a free pulpit. For more than a decade we have had a free radio. The American citizen, therefore, is a product of free institutions. His mind has been sharpened by the exercise of freedom. That is why I have no fear—either of the threats of demagogues or the ambitions of dictators. Neither can get far nor long thrive among a people who have learned to think for themselves and who have the courage to act as they think." The speech was carried on CBS.

HAMS AT INAUGURAL

122 mc. Band Used in Two-Way Phone Circuits

WASHINGTON radio amateurs provided communications facilities for Red Cross first aid operations during the inaugural parade in Washington Jan. 20, using for the first time the 122 mc. band for two-way telephone communication.

The Washington Radio Club set up 22 ultra-high frequency radiotelephone sets at 11 first aid tents along the Pennsylvania Ave. parade route, handling 509 messages in less than seven hours. Altogether, the Red Cross handled 229 emergency cases, most of them for exposure.

Roy C. Corderman, long-lines commercial representative of AT&T in Washington and coordinator for the American Radio Relay League in the Potomac watershed, completed the arrangements with the Red Cross. Mr. Corderman is vice-chairman of the D. C. Red Cross communications and transportation committee. Oscar W. B. Reed Jr., engineer of the firm of Jansky & Bailey, Washington, and coordinator for ARRL in the Washington area, also supervised the actual amateur operations.

Transmitters were powered by dry or storage batteries. Many of them were improvised only a few hours before being placed into service. Thirty-eight amateurs handled the operations, which are expected to serve as a pattern for similar emergency setups in other areas, using the ultra-high band.

C Z Chemical Spots

C Z CHEMICAL Co., Beloit, Wis. (C Z Cleaner, hardwater softener), on Jan. 13 started an indefinite schedule of 12-weekly one-minute transcribed announcements on six stations. Selected were WDSM, Superior, Wis.; WJMC, Rice Lake, Wis.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WSOO, Sault Ste Marie, Mich.; WHDF, Houghton, Mich. Agency is Albert Kircher Co., Chicago.

Col. Barton Is Expected To Use Purchase Right In Plan to Sell KTHS

FOLLOWING decision of the Hot Springs Chamber of Commerce to relinquish control of KTHS, now operating with 10,000 watts on 1060 kc., it was learned authoritatively by BROADCASTING that Col. Tom H. Barton, prominent Arkansas oilman and owner of KARK, Little Rock, and KELD, El Dorado, has decided to exercise his "first refusal" on any offers to buy the station.

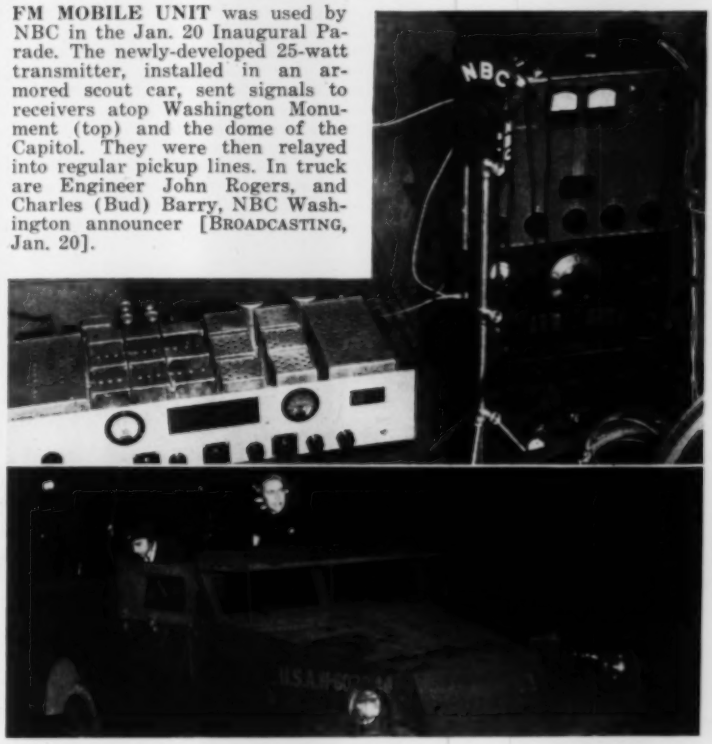
Applications have been filed with the FCC to assign the station's license to a new company known as KTHS Broadcasting Co. Inc., in which Dave Burgauer, active in chamber of commerce affairs, is the prime mover. At the same time the station applied for a power increase to 50,000 watts and for authority to move 56 air miles closer to Little Rock.

The new company proposes to issue 1,000 shares of Class A voting stock at $100 par, to which C. L. Brenner, local undertaker, is the largest proposed subscriber, with 100 shares, and to which other local business men would subscribe. This would provide $100,000 in working capital. In addition, the Chamber of Commerce would take 750 shares of B stock, par $100.

It was believed Col. Barton's offer, meeting the new company's proposal, would be at least $75,000, and he would assume all new construction costs. At one time he held an option to purchase the station, but local interests upset the deal in the courts. His plan then also contemplated moving the station to Little Rock. Col. Barton's radio executive is C. E. Zimmerman, veteran radio operator, who supervises KARK and KELD.

NBC USES FM AT THE INAUGURAL

FM MOBILE UNIT was used by NBC in the Jan. 20 Inaugural Parade. The newly-developed 25-watt transmitter, installed in an armored scout car, sent signals to receivers atop Washington Monument (top) and the dome of the Capitol. They were then relayed into regular pickup lines. In truck are Engineer John Rogers, and Charles (Bud) Barry, NBC Washington announcer [BROADCASTING, Jan. 20].



The News That Moves Richfield's Oil

Longest Success in Radio History Claimed for Coast Program

By ROBERT M. HIXSON
Hixson-O'Donnell Advertising Inc., Los Angeles

IF RADIO weren't so chock full of smashing case histories, we'd be tempted to call our *Richfield Reporter* the greatest success story in the medium. As it is, we'll be conservative and claim that this regional newscast which we produce for the Richfield Oil Corp. of California six nights a week on the Pacific Coast NBC - Red Network is at least the longest success in the history of network radio.

Mr. Hixson

On Nov. 26, 1940, the *Richfield Reporter* celebrated its 3,000 consecutive broadcast for the *same* sponsor with the *same* format—a record unequalled by any other network program. Today the show goes merrily on its way garnering listeners and sales at its same broadcast time, the nightly (except Saturday) 10-10:15 p. m. (PST) slot which pessimists still tell us is "too late for commercial broadcasting".

And Now Arizona

It was 'way back in those dim radio days of 1931 that Richfield started a habit in the West by giving an unbiased, well-written quarter-hour newscast based on United Press reports over the five basic stations of the NBC Pacific Coast Red loop: KPO, San Francisco; KFI Los Angeles; KGW, Portland; KOMO, Seattle, and KHQ Spokane. In 1939 KMJ, Fresno, was added, and at the beginning of 1941 the network was further expanded to include the NBC Arizona group of KTAR, Phoenix; KVOA, Tuscon; KUMA, Yuma, and KGLU, Safford.

The formula for *Richfield Reporter* is simple and surprisingly inexpensive, even for a regional show. An expert editor, Wayne Miller, who has had years of newspaper experience, spends full time completely rewriting the day's news into a colorful but accurate 15-minute broadcast. Two top announcers, John Wald and Don Forbes, alternate in reading the copy. All three are retained on an exclusive basis.

With this combination *Richfield Reporter* has poured into Western ears, 3,000 words a night, six nights a week, for more than nine years . . . a total of over 3,000 programs, over 9,000,000 words.

What the West thinks of its oldest news program is shown by the testimony of the standard surveys. The C. E. Hooper Pacific Coast coincidental survey, which in the course of a year calls practically every telephone home in the major metropolitan centers of the region, gives *Richfield Reporter* these remarkable ratings among *all* shows heard on the Pacific Coast, including the elaborate transcontinentals:

First of all week-day quarter-hour programs in popularity.
First of all quarter-hour programs in sponsor identification.
Third of all quarter-hour programs in per cent of listeners (topped only by two Sunday night transcontinentals).

Facts Consolidated, the standard Pacific Coast monthly recall survey which interviews housewives in their homes in the five major cities of the district, shows that *Richfield Reporter* is first of all weekday programs, including the hour and half-hour shows, in feminine popularity. It also reveals that a third of all Pacific Coast women listen to the *Reporter* regularly. We feel that a survey of men listeners would show an even higher rating.

Does It Sell?

To corroborate the findings of the independent research agencies, Hixson-O'Donnell Advertising Inc. made its own personal interview check in the leading Pacific Coast metropolitan centers. We found that over half of all radio set owners interviewed were regular listeners to the *Reporter*.

Rightfully or not, we also like to give the *Reporter* credit for much of the findings of the *Fortune* magazine survey of radio news compared with newspaper news. You may recall that this showed people on the Pacific Coast depend on radio as their chief news source to a greater extent than residents of any other section in the country.

So much for the proof that *Richfield Reporter* has the listeners. Now, more important to the advertising world: Does it sell?

Here again the answer is a just as impressive affirmative. Followers of the financial pages know that the Richfield Oil Corp. of California has steadily increased its profits year by year, consistently declared larger and larger dividends. And more than half the company's entire advertising appropriation is invested in this single radio program.

A Tough Test

Every year the sponsor puts the program to a supreme test, and every year the program responds magnificently. Richfield Oil Corp. makes its tests the hard way. Offering an attractive give-away on the *Reporter*, it demands that the listener obtain the article not by writing but by calling in person at a Richfield service station. And here are some of the results:

1932: The first "hook" on the program, a limerick contest, drew an average of 13,321 people to Richfield service stations for entry blanks from each announcement on the air. Over a six-month period 2,000,000 blanks were distributed.

1934 to 1937: Richfield changed its test method from contest to give-away offer. A series of football charts, travel folders and other booklets were prepared and announced on the program as give-aways to any one who asked at a Richfield service station. Printing on each item ran from 200,000 to 400,000 copies. The year's total distribution was 5 millions.

1932 to 1940: Three-quarters of a million wildflower booklets have been distributed each spring through the *Reporter*.

1940: A three-week offer of a packet of wildflower seeds brought 1,750,000 requests. A three-month promotion of pictures of movie stars pulled 3,600,000 returns. And a two-week special premium offer of a European war map resulted in more than a million persons calling for the map.

Each of these offerings has resulted in a demand too great for our supply. We are firm believers in merchandising our client's program to the hilt, both directly and indirectly.

Directly, we carry on a never-ending campaign to "sell" Richfield's thousands of independent Western dealers on the value of their radio advertising. Direct mail pieces go out in a steady stream. The two reporters and their editor call frequently on dealers in the vicinity of their homes to get the "feel" of the business and to obtain first-hand material for the commercials. Our commercials are an intimate part of the program. They are written under the supervision of the same editor and reporters who compile the news, and announced by the same reporters who give the news.

Along the Coast

At least once a year we take the *Richfield Reporter* away from its regular home at NBC's Hollywood Radio City and originate the show at other NBC stations up and down the Pacific Coast. On these occasions Richfield dealers are invited to the station to watch the broadcast and to hear informal talks by the reporters and occasionally by station executives. During the day the reporters tour the district with Richfield officials, calling personally on key dealers.

Indirectly, Richfield merchandises both its own show and radio news in general by booking the reporters regularly into speaking engagements at university, college and

(*Continued on page 36*)

SCRIPT PROBLEMS were discussed by this group, representing agency, network and talent, when they got together prior to the weekly NBC *Ben Bernie Show*, sponsored by Emerson Drug Co. (Bromo Seltzer). They are (l to r), Merritt (Pete) Barnum, New York production director of Ruthrauff & Ryan, agency servicing the account; Robert L. Redd, NBC Hollywood director; Shirley Ross, vocalist; Ben Bernie; Thomas Freehairn-Smith, and Lee Cooley, the latter both of the agency.

CHOICE of news for the nightly quarter-hour *Richfield Reporter* is thoroughly discussed by Wayne Miller (left) editor. With Miller are Don Forbes (center) and John Wald, who alternate as Richfield Reporter.

It's confusing, in a nice sort of way, keeping tab on these surveys of advertising trade-paper preferences of agency executives and radio advertisers. Confusing, because every time we turn around there's a new one. Nice, because they all tell the selfsame story . . . BROADCASTING *tops with time buyers.* Here's the current lineup:

1 **Transcription Firm Survey:** 1,000 national advertisers and agency men picked at random from McKittrick's. BROADCASTING received nearly as many votes as choices two through six combined.*

2 **West Coast Station Survey:** Agency men coast-to-coast asked which of twelve advertising trade publications are best bets for station promotion. BROADCASTING voted No. 1.*

3 **Station Representative Survey:** Agency executives queried to determine which of three leading magazines carrying this reps ads was best read. BROADCASTING tops again.*

4 **Midwest Station Survey (just completed):** Top-flight agency radio executives asked in which of seven advertising trade papers "our ads would be seen by you". BROADCASTING tops.*

5 **Eastern Stations Survey (just completed):** 160 agency executives mailed postcards worded, "If I were buying trade paper space for a station I would use . . ." Nine publications were listed. BROADCASTING way on top, with nearly as many first mentions as all eight others combined.*

* Names furnished on request.

BROADCASTING ...TOPS with TIME BUYERS!

The Weekly Newsmagazine of Radio
Broadcast Advertising

Film Studios Seek Radio Promotion

May Have to Form Non-ASCAP Publishing Businesses

TO GET musical numbers from motion pictures publicized via radio, the Hollywood film industry film industry will be forced either to form subsidiary non-ASCAP publishing firms or use songs published by BMI according to Harry Engel, West Coast manager of Broadcast Music Inc. Addressing 16th district NAB members meeting in the Ambassador Hotel, Los Angeles, Jan. 20, Engel said the film industry is not interested in profits from songs, but needs radio plugs.

Studios Concerned

"A prime reason why motion picture producers have held off so far in cooperating with BMI is because of ASCAP propaganda," he said. "ASCAP has been shouting that the fight would be settled within two or three weeks, and that radio couldn't go on without the Society's music. Many Hollywood film producers already realize that keeping picture songs from the air affects box office receipts. They are very much concerned and are going to do something about it.

"One major film studio, with a long-term ASCAP publisher contract, declared that if the present situation continues it would use BMI music or music that can be exploited on the air. If necessary that film studio will even go to court to settle ASCAP publisher contract controversy," Engel said. "The film industry controls approximately 65% of all ASCAP music publishing houses in the United States."

Full account of BMI's progress to date and plans for the future, were given by Carl Haverlin, statoin relations director of BMI, and C. E. Arney Jr., assistant to Neville Miller, NAB president. Haverlin told the district meeting that 667 stations are now using BMI and public domain music, while only 129 outlets have resigned with ASCAP.

To set at rest reports circulated in Hollywood that BMI will eventually pass from the music publishing field, following a settlement with ASCAP, Haverlin said "contracts with stations are being drawn up five years in the future. Renewal license payments to BMI have already totaled about $1,500,000. You can rest assured that BMI is here to stay."

Arney told broadcasters that "the fight between ASCAP and BMI is over", because "radio has demonstrated its ability to serve the public with good music without ASCAP tunes".

Delegates attending the meeting, presided over by Harrison Holliway, manager of KFI-KECA, Los Angeles, and chairman of the 16th NAB district, passed a resolution of confidence in BMI for the "successful effort which it is exerting to provide broadcasters with an adequate and acceptable catalog of music, which is attested to by the negligible number of complaints received by all stations present."

BMI-ASCAP FIGHT is over because "radio has demonstrated in 20 days its ability to serve the public with good music without ASCAP tunes". So declared C. E. Arney Jr., assistant to Neville Miller, NAB president, when he addressed the 16th district NAB members in Los Angeles Jan. 20. Pictured at the meeting, standing before a montage of BMI hit tunes are (l to r) Carl Haverlin, BMI station relations director; Donald W. Thornburgh, CBS Pacific Coast vice-president; Harrison Holliway, manager of KFI-KECA, Los Angeles, and chairman of the 16th NAB district; Mr. Arney; Don E. Gilman, NBC western division vice-president.

NO DECLINE IN RADIO AUDIENCE

CAB and Hooper Surveys Show Music Controversy Has Had No Effect on Listening

RADIO audiences in January are, on the average, as large as they were in December, according to the January reports of the two regular audience measuring services, Cooperative Analysis of Broadcasting and C. E. Hooper Inc. Giving cold comfort to those who had predicted that radio without ASCAP music would bring about a loss in listeners, both the CAB and Hooper reports show that listening to the radio has maintained the level reached in December, a level reported by the CAB as substantially higher than that of January, 1940.

Summarizing the changes in average audience to four types of evening programs from December to January, the Hooper Radio Report shows:

Type of Program	*Average Rating*		*Average% of Listeners*	
	Dec.	*Jan.*	*Dec.*	*Jan.*
Musical (20)	10.8	11.1	30.8	30.8
Variety (29)	14.3	15.1	37.5	37.4
Drama (30)	11.7	12.4	32.1	33.1
Quiz (11)	10.1	10.1	26.2	25.7

Average audiences to daytime and evening programs in January, 1940, December, 1940, and January, 1941, are shown by CAB as follows (*A*, average audience to 72 daytime programs; *B*, average audience to 103 nighttime programs; *C*, average audience to all programs, day and night):

	A	*B*	*C*
Jan., 1940	4.9%	12.1%	9.1%
Dec., 1940	6.1%	13.4%	10.4%
Jan., 1941	6.0%	13.4%	10.4%

While the stability between December and January is unusual, the rise of audience sizes from last January to this month, averaging 14%, is considered more significant, as seasonal influences were identical. All evening programs showed an 11% gain, while daytime shows gained 22% in the average number of families reported listening.

In both years musical programs had the same ratio of popularity to non-musical programs, with average audiences about nine-tenths (89%) as large as those of non-musical shows. Individual CAB program ratings from December to January varied as much as 3.8 points up or down (a normal variation), with the greatest variations in non-musical programs. Of the 21 network programs which are wholly or predominantly musical, 14 showed changes of less than 1%, a variation so small as to fall within the limits of error in the survey method and so not considered statistically significant.

MANAGER OF HOTEL LAUDS BMI MUSIC

A TESTIMONIAL from a leading hotel manager concerning the BMI-ASCAP intrigue was received by WIOD, Miami, in the heart of the country where there are more hotels per square mile than anywhere else in America.

The manager, whose name was withheld, said: "I want to register it as my emphatic hope that the radio stations win in their justifiable fight to keep the ASCAP from continuing with their arrogant domination of the radio, as well as the hotel entertainment field.

"I feel safe in saying," he added, "that the radio broadcast stations have the almost unanimous support of the hotel men in this community."

Another angle on the current fight came from Ray Walker, songwriter, who was removed from ASCAP because he didn't pay his membership fees and dues back in the war days while he was with the AEF.

Walker, currently entertaining in Miami Beach at the Nut Club, says radio is now offering excellent music, now that most of the music banned when ASCAP tunes were removed from the air is the type jitterbugs like.

A survey of Miami radio station managers shows that letters and calls of commendation on the new and better music have been the rule the last week or so. Not one single complaint has been received through these channels.

Cooperation of *The Miami Daily News* radio editor, James McLean, in presenting information on the music situation has been most favorable. Almost daily, McLean runs some comment, referring to new tunes, printing statements of listeners and others, presenting the radio side of the story.

Policy Adherence Is Asked by BMI

Member Stations Are Warned To Conform to Provisions

AMPLIFYING the Dec. 31 announcement that Broadcast Music Inc. had taken out a million dollar insurance policy against copyright infringement suits that may arise from the BMI-ASCAP music controversy, Sydney M. Kaye, BMI vice-president and general counsel, in a recent letter to BMI member stations emphasized the importance of strict adherence to certain policy provisions.

Noting that the insurance benefits apply not only to BMI and member stations, but also to advertisers, agencies and performers, Mr. Kaye pointed to the importance of prompt disclosure to the insuring companies of claims made for copyright infringement.

"In the event you receive any warning or claim of infringement or service of legal process alleging infringement, a written copy of the warning, claim or written process should be sent to us immediately," Mr. Kaye said in the letter. "This should be done by each recipient. Every advertiser, advertising agency, and performer should be notified by you of this requirement as should anybody else interested, because the benefits of the policy will not cover claims as to which the insurance companies are not informed in the way the policies require.

"We also call to your attention that naturally the insurance companies have stipulated that the protection of their policies shall not extend to any arrangement, adaptation, orchestration, interpolation, addition, or change made in our catalogue works which introduces new matter infringing the copyright of others."

The policies, aggregating $1,000,000, were obtained from Indemnity Insurance Co. of North America, Seaboard Surety Co., and Underwriters at Lloyd's, London.

BMI Swing Tunes

BROADCAST MUSIC Inc. has greatly strengthened its swing department by its acquisition of the performing rights of the music of Regent Music Corp., publisher of originals by Benny Goodman, Count Basie, Eddie Sauter, Fletcher Henderson, Lionel Hampton and other popular "hot" arrangers and musicians. First list of Regent publications includes more than 70 numbers now available to BMI under the new contract which began Jan. 16 and runs until March 31, 1942.

More ASCAP Licenses

ASCAP reports that another dozen stations have taken out licenses bringing the total to 170. These should be added to the list published in BROADCASTING Jan. 13: WWSW, Pittsburgh; WIBM, Jackson, Mich.; KWTO, Springfield, Mo.; WHEB, Portsmouth, N. H.; KWFC, Hot Springs, Ark.; WMGA, Moultrie, Ga.; WCAZ Carthage, Ill.; WOMI, Owensboro, Ky.; WQBC Vicksburg, Miss.; WEED, Rocky Mount, N. C.; WKNY, Kingston, N. Y.; KRBA, Lufkin, Tex.

New Subsidiary To Handle Radio Organized by AP

McCambridge Named Manager Of Press Association Inc.

ASSOCIATED PRESS has announced formation of a new subsidiary company, Press Association Inc., whose functions will be to handle all of AP's "salvage operations", described as any operations in addition to AP's main purpose of collecting news and distributing it to member newspapers. New company is incorporated in New York as a non-profit organization whose stock is owned entirely by AP.

A major function of the new organization, which will be known as PA, will be arranging and supervising the availability of AP news to radio. It will also handle the products of the AP Laboratory, devoted exclusively to research in the field of news and picture transmission. The laboratory's developments include Wirephoto, a method of two-way transmission on a single wire, and, most recent, a Wirephoto attachment which enables the reception of pictures as cuts instead of negatives.

McCambridge in Charge

William J. McCambridge, formerly assistant general manager and assistant secretary of AP, has been appointed general manager of PA. Assistant general manager will be Oliver Gramling, previously an executive assistant to AP's general manager and author of the current non-fiction best seller, *AP —The Story of the News*. Mr. McCambridge in his former capacity had charge of radio and the laboratory and Mr. Gramling, as head of the AP membership department, also has been in close contact with the expansion of AP news into radio.

Thomas H. O'Neil, formerly AP's "early editor" in New York, supervising the general news report from midnight to 8 a.m., and more recently a news executive under AP's executive news editor, has been named radio news editor of PA. His radio news staff at present includes: B. D. Ansley, from WSB, Atlanta; Russ Clancy, from WHN, New York; N. Paul Neilson, from WJBO, Baton Rouge; William A. Bell, from the AP Philadelphia bureau; Glen W. Clements, from AP's Dallas bureau; Mitchell A. Curtis, from AP's Oklahoma bureau; Robert S. Dudley, from AP's Nashville bureau; Paul L. Martin, from AP's Harrisburg bureau; Jack R. Ryan, from AP's New York City staff.

Bigger Staff Planned

Every member of the radio news department has had experience in radio, Mr. Gramling said, all of those transferred from AP bureaus having previously been with radio stations. Emphasizing the department is in its formative stage, he said it will eventually include double or triple the present personnel. There will also be a radio news sales staff covering the country to sell AP news to broadcasters.

Stating the AP news wire is being gradually extended, Mr. Gramling added that some 400 stations, including network affiliates, are now broadcasting AP news. Some are taking it from the AP radio news wire, he explained, while others prefer to receive the complete AP report and to do their own editing.

Fourth Subsidiary

PA will begin operations as soon as its offices, which will be located on a separate floor in the AP Bldg. at 50 Rockefeller Plaza, New York, are ready for occupancy, expected about March 1. It is the fourth subsidiary to be established and owned by AP, which in 1931 set up The Associated Press of Great Britain Ltd., with head offices in London, and later that year established The Associated Press of Germany with headquarters in Berlin. The third AP subsidiary, founded in 1939, is La Prensa Asociada, administering AP service in Latin America.

PA's eight directors comprise Kent Cooper, AP general manager, and the seven members of the executive committee of the AP board of directors: Frank B. Noyes, *Washington Evening Star* (WMAL); Robert McLean, *Philadelphia Evening Bulletin;* E. Lansing Ray, *St. Louis Globe Democrat;* Stuart H. Perry, *Adrian* (Mich.) *Telegram;* Paul Patterson, *Baltimore Sun;* Paul Bellamy, *Cleveland Plain Dealer* (WHK, WCLE, WHKC, WKBN); E. H. Butler, *Buffalo News* (WBEN, WEBR).

"Broadly," says the announcement of the formation of PA, "the obligation of the new company will be to relieve the parent company of the administration of details not intimately part of the regular news and news photo collection and distribution for publication by AP member papers. Additional activities of PA will be decided upon by the board of directors as matters progress."

JAMES F. HOPKINS, operator of WJBK, Detroit, has applied to the FCC for authority to transfer 110 2/3 shares of stock in the station to Richard A. Connell, local Chevrolet dealer who already owns 50% of the stock. Hopkins proposes to surrender control to Mr. Connell inasmuch as he now owns 443 2/3 shares of the common stock, according to FCC records.

THEY WERE IN THE AIR CORPS THEN

One of a Series

THE FLYING SERVICES claimed their quota of youngsters during the 1917-18 unpleasantness, few of whom dreamt then they were destined for executive roles in radio. The trio above are all prominent broadcasters, whose identifications and service records are on page 44.

WTMC and WDLP Ordered Deleted

Concealment of Ownership of Properties Claimed by FCC

ON GROUNDS of "concealment of ownership", the FCC Jan. 22 authorized orders revoking the licenses of WTMC, Ocala, Fla., 100 watts on 1500 kc., and WDLP, Panama City, Fla., 250 watts day and 100 night on 1200 kc. The Commission stated its investigation disclosed that the actual operator of both stations is John H. Perry, publisher of the *Pensacola News-Journal*, which operates WCOA; *Jacksonville Journal*, affiliated with WJHP; *Panama City News-Herald*, and various other newspapers.

The inquiry was instituted when applications were made to transfer control of WTMC and WDLP to Perry properties. The revocation orders allege that the real party in interest from the outset has been Perry, and that his interest has been deliberately concealed from the Commission.

Transfer of Interest

The records disclose that WTMC was authorized in March, 1939 and started operating in July of that year, being licensed to John T. Alsop Jr., former mayor of Jacksonville. WDLP was granted in June, 1939, to a corporation in which the principals, each holding one-third interest, were given as Philip A. Roll, attorney; E. D. DeWitt, retired newspaper broker; W. J. Cook, Ford dealer and banker.

Later 49% of WTMC was acquired by the News-Journal Co., and 48.5% of WDLP by Bay County Publishers Inc., Perry properties. Then applications for transfer of control were filed, leading to the FCC inquiry.

It is expected that counsel for Perry and the other principals will ask for a hearing, which will automatically stay the revocations and permit the stations to remain on the air pending a final adjudication.

KGB, San Diego, Cal., on Jan. 6 started operating at 6 a.m. under a new Monday through Saturday schedule, extending its *Sunrise Serenade* program to one hour.

WSUN and WFLA Granted Fulltime

Two NBC Stations Now Heard In Tampa, St. Petersburg

THE TAMPA-St. Petersburg area secured two fulltime NBC outlets in lieu of two time-sharing regionals Jan. 23, the day following the FCC's authorization of fulltime to WSUN, St. Petersburg, and the issuance of a license for the new WFLA. WSUN now operates with 5,000 watts fulltime on 620 kc., and is the NBC-Blue outlet. WFLA now operates with 5,000 watts day and 1,000 night on 940 kc., and is the NBC-Red outlet.

Formerly the two stations shared time equally on 620 kc., WSUN being owned by the City of St. Petersburg and WFLA controlled by the *Tampa Tribune*. The FCC last August granted the *Tampa Tribune* a new station conditional upon divesting itself of its interest in WFLA, and assigned to it the call letters WKGA, thus leaving the way open for fulltime for WSUN [BROADCASTING, Jan. 13]. The Jan. 22 authorization also permitted the newspaper to assume the call letters WFLA and to drop the WKGA designation.

Louis J. Link continues as manager of WSUN. Walter Tison, WFLA manager, announced his staff will comprise Bert Arnold, manager of local sales; Melvin A. Myer, Paul Von and George Johnson, salesmen; Paul Jones, program director; Bud Farnum, Bob Thomas, W. B. Steis and Fred Reiter, announcers; Ronnie Rogers, newscaster; Patsy Kent, women's programs; Mary Ann Hall, market editor; Eva Byron, secretary; C. O. Faircloth, auditor; Fred Blackburn, studio engineer; Bill Meadows, mobile unit operator; J. H. Mitchell, chief engineer; Powell Hunter, J. B. Tison and Carl Carrier, operators; Milton Hopwood, publicity director.

The application of the *Tampa Times* to purchase WLAK, Lakeland, Fla. [BROADCASTING, Jan. 20] was ordered set for hearing by the FCC.

WNBC Blue

DESIGNATED as a basic NBC-Blue station, effective Feb. 1, WNBC, New Britain, Conn., will construct a new transmitting plant on the site of the present transmitter in Newington, according to an announcement by General Manager Richard W. Davis. With architect's drawings already completed for the modern transmitter building, work is expected to start within a few weeks. WNBC holds an FCC authorization to increase daytime power from 1,000 to 5,000 watts. The power increase probably will go into effect about April 1.

Breitenbach Series

M. J. BREITENBACH Co., New York (Gude's Pepto-Mangan) has placed one-minute transcribed announcements one to three times daily on WJJD WFBR WORL WXYZ WBEN WGY KDKA WFIL. Sponsor has also started a weekly 1¼-hour variety hillbilly program, *Kansas Roundup*, on WIBW, Topeka. Morse International, New York, is agency.

A HORSE

# of a different color

Here's your sales formula for the rich Mid-Mississippi Valley Market: Take one high kicking Missouri mule . . . increase his power 5 times . . . alter his dial position to 630 . . . streamline him with fine local shows . . . dress him up, NBC Blue Network style . . . and you'll come up with a horse of a different color . . . the new KXOK.

Let the new KXOK show you how to saddle sales records and break them in this valuable market penetrating 4 states. For full particulars on how KXOK can help you blanket this rich market extensively and intensively, write our representative or us.

NBC BASIC BLUE NETWORK • SAINT LOUIS, MISSOURI

630 KC. 5000 WATTS DAY AND NIGHT

Affiliated with KFRU, Columbia, Mo.
Represented by Weed & Co., New York, Chicago, Detroit, San Francisco

OWNED AND OPERATED BY THE SAINT LOUIS STAR-TIMES

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Media Trends

THERE MAY BE a bit of irony in the fact that 39 daily newspapers "gave up the ghost" during 1940, at the same time that 76 new broadcasting stations were authorized for construction. It was simply a continuance of a trend, for the newspaper mortality in 1939 was 75 and the new stations authorized that year totaled 56.

There is no need, nor is there any intention on the part of the broadcasting industry to gloat over these figures. But taken along with the estimates of 1940 radio volume and trends published elsewhere in this issue, they do point to a certain vitality enjoyed by the radio medium—a vitality which might be attributed mainly to youth were it not for the progressive tendencies pervading the broadcasting industry and the proved selling power of the radio medium.

The Hettinger estimates of 1940 radio volume show gratifying growth, not unmixed with certain warning signs. Radio's gross volume of $208,000,000 compares with $171,000,000 the year before; these figures are somewhat deceptive, however, for they are calculated not on dollar volume but on onetime rates for single broadcasts, following the usual method of measuring newspaper and magazine volume.

Actually, the dollar volume of the industry—called its *net income*—was $157,900,000 after allowing for frequency discounts but not allowing for sales and agency commissions. The corresponding figure for 1939 was $129,968,000.

Even though radio led all other major media in percentage of increase—21.5% against 1.8% for newspapers and 11% for magazines—it is highly doubtful whether the profit tables, when compiled later this year by the FCC, will be appreciably higher than in 1939 due to the multiplicity of increasing cost factors mentioned in the Hettinger article.

Analysis of the classification breakdowns show some favorable trends, some not so favorable. National spot and local showed greater gains than network despite the peak points reached by the latter and, whereas in 1927 the networks accounted for nearly 80% of radio's volume, in 1940 they represented less than half. Again the bigger stations in the major markets led the pack, but the growing volume of spot and local reveals the smaller stations coming in for their shares. Daytime advertising went up 26%, a gratifying gain.

Spot and local enjoyed greater diversity of sponsorship, while as in past years the networks relied for four-fifths of their revenues on five classes of products—food, drugs, soaps and kitchen supplies, toilet goods, tobacco products. Spot and local would thus seem to rest on a firmer basis than concentrated sponsorship with its eggs mostly in one business basket.

A study of the detailed data as it will appear in the *Yearbook Number* is commended to every person concerned with the business of broadcasting. It will point out not merely the overworked fields but the untapped fields of sponsorship. As far as network business is concerned—and detailed network billings by sponsors and by agencies will also be published in the *Yearbook*—it will bring out glaringly another noteworthy fact: That nearly three-fifths of the networks' volume is handled by ten leading agencies!

Allocation Action

EVENTS of greatest importance to broadcasting are transpiring on the Washington scene, with fanfare and formality entirely absent. Top engineers representing the radio administrations of the nations of this continent are applying the final strokes to the most colossal reallocation since the birth of broadcasting.

Upon completion of the task, a new continental log, pegging the assignments of the 1,300 stations in Mexico, Canada, Cuba and the United States, will be available. The reallocation is slated to become effective March 29, though it may be necessary to effect only a partial shift then because of lack of necessary equipment and other delays.

The conference is significant because it will mark the end of deliberations that have been in progress off and on for the last decade. It will be the first time Mexico and Cuba have been parties to a broadcasting allocation agreement. The allocation, once effective, will set up a scientific broadcast structure in the continental range.

Since the conference convened Jan. 14, utmost harmony has prevailed. There has been give and take, of course, on certain assignments, but all these were to be within the framework of the treaty itself. The notorious Mexican border stations are slated to go. But until the final plenary session, the precise results cannot be known. Because the treaty allocation is founded upon sound engineering principles, we are confident that the ultimate results attained, within the framework of that treaty will augur for vastly improved continental broadcast service.

Guestitorial

SPECIAL EVENTS PAY THEIR WAY

By EUGENE CARR
Assistant Manager, WGAR, Cleveland

THERE'S an old Irish yarn about the vagrant who stopped at a cottage and asked for food, and was promptly refused by the housewife. Whereupon he produced a stone and asked if he might have a pan wherein to make some "stone soup". Intrigued, the woman supplied pan and water and the vagrant brewed his soup. As the water bubbled 'round the stone, the shrewd beggar moaned the lack of a potato which would immensely heighten the flavor of the soup. The woman produced it. A large onion, the beggar hinted, would enhance the magical powers of the stone. In went an onion. And then a carrot, some greens, beans, peas until the soup was pronounced done, and the woman exclaimed over the wonderful "stone soup".

Not such a humble catalyst as the stone, special event presentations nevertheless exercise incalculable influence over the program schedule of a station. They arouse and sustain listener interest in a station, crystallize steady listening habits, spice a schedule which might tend to heaviness. A station which has earned a reputation for alertness and timeliness by its special events activity is the one which the listener is reluctant to tune out or neglect.

At WGAR, special events have always been rated of prime importance. Consciousness of its value has been consistently emphasized to each member of the staff, from office boy to executive personnel. We consider the Special Events Department of WGAR to consist of 64 persons—our entire staff. Our special events director is a newspaperman of long experience, Sidney Andorn. We do not consider it unusual to have one of the stenographers phone in while out on a date that such-an-such a celebrity is dining at the Cleveland Hotel Bronze Room and do we wish the star corralled for a quick air interview. Our present office boy we regard as a pyromaniac when off duty, or the confidante of a gang of incendiaries, judging by the number of fires he reports to our newsroom.

To cover Cleveland and vicinity effectively we maintain two shortwave mobile units—one a trailer studio. Recent adoption of 132,000 kc. on a wavelength of 2½ meters eliminated receiver points for reception of shortwave broadcasts, extending mobile unit coverage to the entire county.

It goes without saying that special events pay their way in listener interest and goodwill. But, adroitly handled, that flash show born a special event may be developed into a yearly commercial program. Here are several examples we have encounterd at WGAR.

Cleveland is a hodge podge of nationalities but St. Patrick's Day is celebrated as though every last man, woman and child had been born in County Mayo. Green is the prevailing color and all commerce stops for the four-hour parade. Yearly, WGAR broadcasts this parade rather a portion of it. Two years ago a tie-up was made with Standard Brewing Co. to utilize the WGAR mobile unit in the parade bearing the Standard banner, and broadcasting

(*Continued on page 34*)

We Pay Our Respects To —

THOMAS ADAMS McAVITY

RADIO, it often has been said, is a young man's business. And 33-year-old Thomas Adams McAvity, new vice-president and radio director of Lord & Thomas, who was elevated to that post last autumn and assumes his New York duties Jan. 28, is one of the young men who has done much to prove the statement. He can look back on many achievments since entering the radio advertising business just a few brief years ago. But Tom isn't in the habit of looking back. His vision is forward, projecting into the future. It was for this reason he entered the radio advertising field.

A husky six-footer is Tom McAvity, a handsome sort of chap with blond hair and blue eyes. Cheerful and friendly, too.

To get the vital statistics over with, Tom was born in Montreal Sept. 8, 1907. He received his early education in that city.

Tom wasn't particularly interested in going to college. He had other ideas. Like the youth of those post-war days, he was energetic, instilled with that ambition that goes to make successful men, and was anxious to get into the business world. But he compromised with his family and attended McGill for one year. While there he was active in student affairs and also became a member of Delta Kappa Epsilon.

In October, 1925, he entered the employment of the Royal Bank of Canada at Saint John. He wanted to go to work for Canadian Independent Oil which his father headed, but there was no opening. Two years later the opportunity arose so he resigned his bank position and took over advertising and sales promotion of his father's firm. Tom liked the job. It gave him an opportunity to create and do the things he desired most. And he was learning, too.

Then the great moment came. Like many others he came into broadcasting as a sideline while working for the oil firm. He quietly mapped out a radio campaign for the firm. Then he had to sell his father and other executives of the firm on the idea.

He did.

He started his campaign on the local station, CFBO, a 50-watter operating three nights weekly. Tom wrote, produced and announced the program. It clicked. So did he, for a few days after it started, the station owner offered Tom the post of manager. That was in November, 1927. Tom was a bit dubious, but he took over the management, and held on to his oil company advertising job, too. Besides writing, producing, singing and announcing programs, he swept out the studio, helped the technician and sold time.

An NBC New York executive heard about Tom's radio activities and offered him a producer's berth. Tom turned it down then as he had a contract to fulfill in Canada. But four months later, in May, 1929, he asked for the job and went to work for the network, producing many sustaining as well as sponsored shows.

He became assistant to Bertha Brainard, eastern program manager of NBC, in 1930. He gives her credit for much of his radio production knowledge. He produced and directed programs of several large advertisers, attracting the attention of Lord & Thomas executives, and a radio production job was offered. He resigned to join the agency Oct. 24, 1932. So efficient was Mr. McAvity that he gradually took over entire responsibilities of the agency's New York radio department, managing it from 1935 to 1937. In the fall of that year he was transferred to the West Coast as manager of the new Lord & Thomas Hollywood office. During the last three years besides handling business details and executive responsibilities, he has supervised production of all agency programs from Southern California. With about 15 network broadcasts on the air each week, and approximately a dozen spot campaigns using more than 200 stations, the radio appropriations of the agency of which he is now vice-president and radio director, run well into several million dollars annually.

Deliberate in speech but decisive in action, Tom McAvity doesn't haggle over things. Although he moves quickly, Tom doesn't like to make flash decisions. He likes to get down to "brass tacks", will not tolerate "yes men" and prefers to remain in the background, letting his assistants have the limelight.

Tom has few hobbies. He goes in for amateur photography, plays a good game of golf, and rides a bit. He plays the piano for his own entertainment, and has an appreciation for good music. He seldom misses a good concert. His ambition is to live a full and interesting life and contribute many hit radio programs that will bring profit to Lord & Thomas clients.

With his bride, the former Helen Mack, Hollywood film actress, whom he married in Santa Barbara, Cal., Oct. 23, Mr. McAvity will reside in New York. He returns to that city after a brief honeymoon, to make his agency headquarters there.

Personal NOTES

KENNETH W. CHURCH, sales manager of KMOX, St. Louis, has been named a lieutenant in the Missouri Reserve Force, which will replace the State National Guard, now in training in Arkansas. Other KMOX staff members joining the organization are Lawrence Neville, continuity chief; John L. Harvey, salesman; R. W. Carpenter, auditor; Fred Mueller, research director.

EARL J. GLADE, for many years manager of KSL, Salt Lake City, has submitted his resignation as an officer of the company, and it will be acted on by the board in latter January. Ivor Sharp is now KSL manager.

WALTER A. SHEAD, Indiana newspaperman, has resigned as head of the State House bureau to join WIRE, Indianapolis, as public relations director. His work for the next 60 days will consist mainly of reporting the Indiana legislature. Shead also writes a daily column for several Indiana newspapers.

EUGENE C. PULLIAM, president of WIRE, Indianapolis, has been named a member of the Indiana State Police Board.

MAX U. BILDERSEE of New York, a graduate of Columbia U, has been named associate supervisor of radio education in the Bureau of Radio and Visual Aids of the New York State Education Department. He was formerly assistant to the educational director of NBC.

DONALD W. THORNBURGH, CBS Pacific Coast vice-president, has been elected chairman of the fathers' committee of Marlborough School for Girls, Los Angeles, where his daughter, Barbara, is a student.

GERARD H. SLATTERY, former manager of WCOP, Boston, has joined WHDH, Boston, in a commercial capacity.

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., is convalescing from an influenza attack at Southern Pines, N. C.

ROY F. THOMPSON, manager of WFBG Altoona, Pa., on Jan. 21 was elected president of the Greater City Baseball League for the 1941 season. He succeeds Mayor Charles E. Rhodes, and is donor of the championship trophy awarded in the league.

NORMAN REED, managing director of WBAB, Atlantic City, was presented the monthly "Courtesy Award" for January by the Greeters Association, hotelmen's organization, for the station's quick action after a recent kidnaping in the city. The broadcast of the baby's description resulted in its quick return to its parents.

JOHN JONES has been named commercial manager of KBND, Bend, Ore., succeeding Chet Wheeler.

WILLIAM E. SHEA, account executive, formerly of KYA, San Francisco and Walter G. Tolleson, formerly on newspaper and agency sales staffs in California, were added to the KPO-KGO sales force on January 27. They filled the vacancies caused by the recent transfer of Ed Barker to the Hollywood NBC sales staff and the resignation of Glenn Ticer.

SHERMAN D. GREGORY, manager of NBC's M & O stations, is away on one of his periodic station inspection trips, including stopovers in Denver, Cleveland and Washington.

EDWARD TOMLINSON, lecturer, writer and recently appointed inter-American expert for NBC, on Jan. 25 started on a nation-wide lecture tour to speak on the relations between the United States and South America. NBC-Blue will pick up his regular Saturday evening news broadcasts from the various points on his tour.

NILES TRAMMELL, NBC president, Jan. 28 will deliver the feature talk on "Radio and National Defense" at the 16th Women's Patriotic Conference, a three-day session on national defense to be held at the Mayflower Hotel, Washington. The talk will be broadcast on NBC-Blue, 2:30 p.m.

KEN R. DYKE, NBC director of promotion; James V. McConnell, director of national spot and local sales, and William C. Roux, national spot and local sales promotion manager, are spending a week in Chicago discussing the year's promotional plans with network executives in that city.

HARRY MAIZLISH, Hollywood manager of KFWB, has returned to his desk after business conferences in New York and Washington.

FRANK M. SQUIRES, formerly manager of CJCS, Stratford, Ont., and new manager of CKWX, Vancouver, was presented with a ten gallon hat at a farewell cocktail party at Toronto on Jan. 17.

EDGAR STONE, Toronto, supervisor of sales and promotion, commercial department, of the Canadian Broadcasting Corp., was awarded the Canadian Drama Award for 1940 by the Canadian Drama League at Victoria, B. C., Jan. 16.

ROBERT G. SOULE, vice-president of WFBL, Syracuse, and Mrs. Soule left for St. Augustine, Fla. Jan. 17 two hours after his father, Frank C. Soule, suffered a heart attack at his winter home.

CHARLES ZURHORST, promotion director of WOL, Washington, has been named radio advisor for the Washington Division of the Boy Scouts of America.

CONRAD RICE has been appointed program director of WEMP, Milwaukee, with Frank Friedricks joining the staff as an announcer and Bruce MacDonald named to m.c. the *Club Sixty* show.

CARROL W. NEELD, salesman of WCBS, Springfield, Ill., is in St. Johns Hospital recuperating from a fractured ankle sustained while attending a food convention in Chicago Jan. 18.

HORACE HAGEDORN, New York manager of Howard H. Wilson Co., station representative, recently married Peggy O'Keefe of the station relations staff of CBS, New York.

BEHIND the MIKE

ROY POWELL, manager of WCOS, Columbia, S. C., has been elected a director of the local chapter of commerce. He is already serving as vice-president of the junior chamber of commerce.

CHARLES KAPLAN, of the sales staff of WIP, Philadelphia, takes leave from his duties for an extended Florida vacation, to return early in May.

CRENSHAW BONNER and Julian Flint, both from WATL, Atlanta, have joined the commercial staff of WAGA.

ROY CHAPMAN, program director of KTSM, El Paso, has been elected president of the local 20-30 Club.

HUGH M. FELTIS, commercial manager of KOMO-KJR, Seattle, was installed as president of the Seattle Advertising and Sales Club for the coming year at a meeting Jan. 7.

H. PRESTON PETERS, New York manager of Free & Peters, Inc., Jan. 21 returned home from a successful two week fishing trip to Palm Beach.

TED SCHNEIDER, on Jan. 20 took over the duties of night manager of WHN, New York, replacing Russ Clancy, who is joining the staff of AP. Howard LaNoce remains as assistant night manager.

CARROL W. NEELD, salesman of WCBS, Springfield, Ill., has been elected "Skipper" in the newly formed Sangamon Navy Club, an organization composed of ex-members of the Navy.

JOHN McGRAIL, former motion picture advertising executive, has joined the staff of Fox Radio Features, New York, as promotion manager.

BILL BANE, of the sales staff of WBRW, Welch, W. Va., is the father of a girl born recently.

JOHN E. GARDNER, formerly manager of KTFI, Twin Falls, Ida., on Jan. 20 joined Homer Owen Griffith & Assoc., Hollywood station representatives, as an associate.

JENNINGS PIERCE, director of agriculture for NBC Western Division, was honored for his 17 years of service to Western farmers and stockmen, during a special broadcast on KPO and the Red Coast network Jan. 18. H. M. Armitage of the California Department of Agriculture, a guest speaker on the program, told the listeners of Pierce's experiences during his early days of radio.

PERRY DICKEY, formerly of KFDM, Beaumont, and KABC, San Antonio, has joined the announcing staff of WFAA-KGKO, Dallas.

JEAN ANDERSON, formerly of CFAC, Calgary, and more recently with KSAN, San Francisco, has joined the staff of KFRC, San Francisco, as commentator and is presenting a Monday through Friday program, *Milady's Mirror*.

ERNEST (Bill) COLLING, writer on NBC's press staff in New York, has had five songs accepted by BMI. Four have lyrics written by Christopher Morley and the fifth is an orchestral novelty, "Dance of the Plumpuppets." Works are the first music Colling has ever had published.

NORMAN RUNIONS, formerly of KVI, Tacoma, Wash., has joined the announcing staff of KIRO, Seattle. Al Amundsen, formerly of WMBH, Joplin, Mo., and KUJ, Walla Walla, has joined the KIRO production and continuity staff and Bill Moshier, KIRO farm editor, has been named publicity director of the station.

Radio Candidate

ANOTHER radio entry in the field of politics came with the announcement of Eric Munro, merchandising manager of KTSM, El Paso, that he had filed his candidacy for the office of city treasurer in the local 1941 municipal elections. Mr. Munro, prior to his association with KTSM, was deputy in the Tax Assessors and Collector's office.

DOROTHY HILL has joined KSCJ, Sioux City, as music librarian, succeeding Irma Coffron, who resigned to join WGRC, New Albany, Ind. Dan Desmond, KSCJ sportscaster and sports editor of the *Sioux City Journal* recently fractured his leg when he slipped while stepping into his car. Gene Milner has taken over his regular daily sportscast.

ROD BORDER, formerly of KDAL, Duluth, on Jan. 23 joined the announcing staff of WCAR, Pontiac, Mich.

ROBERT GREGORY, announcer of WCBS, Springfield, Ill., has been elected vice-president of the Springfield Junior Chamber of Commerce.

KATHRYN ALLEN, conductor of women's programs, formerly of WGY, Schenectady; WIBX, Utica; KMTR, Hollywood, and KGO, San Francisco, has joined the staff of KYA, San Francisco, as home economist.

BOB GRAY, guest relations staff of KPO-KGO, San Francisco, has been assigned to radio communications in the California National Guard and is scheduled to go into active service at San Luis Obispo, Cal. about Feb. 1.

HAL SAWYER, formerly of KSFO, San Francisco, has joined the CBS Hollywood announcing staff.

ALLEN C. BOTZER, formerly of KMTR, Hollywood, has joined KHJ, that city, as announcer.

HAROLD HAUGHT, announcer of WBRW, Welch, W. Va., has resigned because of a recurring throat ailment.

ROGER BOWER, producer of WOR, Newark, has been selected as stage director for the show depicting America from 1901 to 1951 which will be staged at Hotel Waldorf-Astoria, New York, as part of the President's Birthday Ball Celebration.

CHARLES L. HALTEMAN, announcer of WMMN, Fairmont, W. Va., is preparing to enter military training under the Selective Service Act.

BILL EDMONDS, formerly of WLW, Cincinnati, has joined the announcing staff of WFIL, Philadelphia.

BILL PARKES, formerly free-lancing in the advertising field, has joined the publicity staff of WKZO, Kalamazoo, Mich.

DON DEAN, for the last six months promotion assistant of WCKY, Cincinnati, has been appointed farm field reporter of the station.

GEORGE B. GERMAN, m.c. of the *Trading Post* program on WNAX, Yankton, S. D., is the father of a boy

FRANK STELTE, member of the *Kern County Rangers* on WCBS, Springfield, Ill., was married on Jan. 29, Lil Klug, the "Buffalo Gal," heard on the station's *Illinois Barn Dance* program, and Virge Bennett also a member of the cast, have announced their engagement.

MRS. EUGENE SWIGART, better known as Ruth Bailey, actress of NBC, Chicago, is the mother of a boy born Jan. 7.

Meet the LADIES

MARGARET EARLY

KNOWN to many listeners for her "magazine of the air" is Margaret Early, director of women's activities at WPTF, Raleigh. Born in Edenton, N. C., where she attended Junior College, she first came to Raleigh to attend Meredith College, majoring in psychology with intentions of teaching. Her first job took her to Goldsboro at WGBR where she served as secretary to the president. Her speaking voice soon attracted attention and her position changed to that of a woman commenator. She was heard by Graham Poyner, WPTF's program director, and was hired for the Raleigh microphones. She conducts a daily program, *The Woman's Digest*, and a weekly *Woman of the Week*, interviewing prominent North Carolina women. In addition she writes continuity and has developed into a special events woman, often going on remotes.

HUGH HOLDER, formerly of the announcing staff of WGBR, Goldsboro, N. C. has joined WSJS, Winston-Salem.

JOE COBB, 18-year-old Philadelphia high school graduate, recently won a competitive audition for an appointment to the announcing staff of WBAB, Atlantic City, N. J. He succeeds Paul Martin.

ELIZABETH NUCHOLS has joined the music clearance department of WRVA, Richmond, Va. Other staff additions include Elizabeth Dickenson and Marjorie Hatfield.

ANDREW GAINEY, staff vocalist of KOA, Denver, and Georgene Mitchael, radio actress, were married in that city Jan. 20.

KENNETH ROBERTS, announcer of *The O'Neills* on CBS, is convalescing from pneumonia. Charles Stark has taken over his assignment temporarily.

HELEN CLEAVER, formerly assistant secretary to the sales manager of Macfadden Publications, New York and previously in the publicity department of Sterling Adv. Agency, New York, has joined the press department of WOR, Newark.

JAMES McCONNOCHIE II, formerly of NBC, has joined the firm of Radio House, Inc. as business manager and associate.

DOUGLAS DAWSON, Hollywood commentator, and Jean Parker, film actress have announced their engagement. Wedding is scheduled for late January.

The BASIC TEST
THE best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.
The average increase during 1939 was 17% over 1938 in business contracted through our office. This year the gain will be even greater.
RESULTS COUNT MOST
WEED
AND COMPANY
NEW YORK · DETROIT
CHICAGO · SAN FRANCISCO
RADIO STATION REPRESENTATIVES

HAROLD MEINEL, Hollywood free lance artist and designer, has been appointed CBS Pacific Coast art director, succeeding James Cantwell, resigned.

DAN HARLESS, new to radio, has been added to the announcing staff of WCOS, Columbia, S. C.

LEW ROGERS, formerly of WRAW, Reading, has joined WIBG, Glenside, Pa., replacing Jim McCann now at WNEW, New York.

BILL ROCHE, formerly of the NBC guest relations staff, New York, has joined the announcing staff of WAIR, Winston-Salem, N. C. Jay Caldwell, formerly of KBTM, Danville, Va., and WKPT, Kingsport Tenn., has joined WAIR, replacing Russell Dollar who has joined WDBJ Roanoke, Va.

LeROY MILLER, announcer of KYW, Philadelphia, was awarded first prize for the best Christmas home display by the Westgate Hills Civic Assn. at Manoa, Pa. He turned the check over to the community welfare fund.

JUD GREY, secretary of Cox & Tanz, Philadelphia radio advertising agency, was discovered by Tommy Smith, program director of WPEN, Philadelphia, to have a fine singing voice and was given a weekly program of her own on that station. The agency granted permission for her to take time out during the regular working day ot make the broadcasts.

ED WALLACE, production head of WIP, Philadelphia, was promoted to assistant program director, effective Jan. 27. His duties also include publicity and promotion, succeeding Bob Horn, who will devote his time to the handling of the Betty Jane Shoes and Adams Clothes programs and other announcing chores.

BILL MAMNS, formerly of WCAM, Camden, N. J., joined the announcing staff of WPEN, Philadelphia.

ROBERT BAIRD, announcer of WFBG, Altoona, Pa., on Feb. 12 is to start air training at Pensacola, Fla.

GEORGIA DAVIDSON, in charge of women's features of WKBN, Youngstown, has returned to work, after spending several weeks in the hospital recuperating from an operation.

AL SPAN, CBS Hollywood sound effects director, has taken over production of the weekly half hour program, *Hollywood Smarty Party*, during the absence of Charles Vanda, the network's western program director, who is in New York on a four weeks business trip.

KAREL PEARSON, NBC Hollywood traffic department transmission supervisor, has been drafted into the Army, reporting for duty Jan. 31. Walter Lonner, telegraph supervisor, has taken over Pearson's former duties. S. S. (Bud) Spencer, and A. Wilson Lefler, have been appointed day and night telegraph supervisors, respectively.

BILLY MILLS, Hollywood musical director of the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son (wax products), has written an untitled original composition which will be used as the theme song in the future.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

KOIN - KALE Appoint Roberts Farm Director

RECOGNIZING the growing importance of liaison between educators and farmers and broadcast stations, KOIN-KALE, Portland, Ore., operated by the Charles Myers-Roy Hunt interests, have appointed Luke L. Roberts as education and farm director. Mr. Roberts, for the last nine years manager of KOAC, Oregon State College radio station at Corvallis, will serve under Henry Swartgood Jr., program director. A graduate of Oregon State, who studied music at the Nashville Conservatory of Music and George Peabody College, Mr. Roberts was onetime chief announcer of WLAC, Nashville.

Mr. Roberts

Stahl Heads WKNY

CHARLES J. STAHL becomes operating head of WKNY, Kingston, N. Y., on Jan. 27, having been elected president of the Kingston Broadcasting Corp. He leaves WCAM, Camden, N. J., where he has served as general manager since late 1938. He entered radio in 1928 as a salesman with WPEN, Philadelphia, becoming general manager in 1932, pioneering foreign language broadcasts in Philadelphia. Upon leaving WPEN in 1937 he joined J. M. Korn & Co., Philadelphia agency. He left the agency a year later to become general manager of WCAM.

KLZ Program Board

HUGH B. TERRY, who assumed the post of general manager of KLZ, Denver, on Jan. 1, has announced creation of a new program board at the station. To meet every week and discuss program problems, the board comprises Derby Sproul, production manager; Fred D. Fleming, news editor; Tom McClelland, chief engineer; Arthur Wuth, assistant to the manager, and Russell Groffman, promotion manager.

New WCBT Staff Filled

J. WINFIELD CREW Jr., attorney, who holds the license for the new WCBT, Roanoke Rapids, S. C., reports that the station is now on the air with Western Electric equipment and a Wincharger tower, and that its executive staff, in addition to himself as manager, comprises Nathan Frank, commercial manager; Thomas Williams, program director; Lewis Hiland, chief engineer. The station started operating Dec. 15 with an NBC-Blue Network affiliation.

JIM BRANNON, Hollywood announcer, has replaced Ben Alexander as narrator on the weekly NBC *Everyman's Theatre*, sponsored by Procter & Gamble Co.

BYRON DAVIDSON, new to radio, has joined the announcing staff of WAOV, Vincennes, Ind. In addition to announcing, Davidson presents a daily quarter-hour program at the Novachord.

ARNOLD SCHOEN, service manager, Ed Jones and Elliott Gove, announcers, all of WSYR, Syracuse, and all prospective selectees, have decided to enlist. They have asked permission to be assigned to the same camp.

Cal. NAB Names Lane

HOWARD LANE, manager of the McClatchy stations in California and Nevada, was unanimously re-elected director of the NAB 15th district Jan. 18 at the district meeting in San Francisco. He will serve another two-year term. Broadcasters present voted full confidence in BMI. One of the principal speakers was C. E. Arney Jr., assistant to NAB President Neville Miller, who assured that BMI is equipped to cover their needs for a long period.

THE *Lancaster (O.) Eagle-Gazette*, owned by Charles Sawyer, who also controls WING, Dayton, and WIZE, Springfield, has purchased and merged the *New Lexington (O.) Daily News*. Mr. Sawyer has also applied for a new local station in Lancaster.

John T. Calkins Is Dead; Was WENY Supervisor

JOHN T. CALKINS, general manager of the *Elmira Star-Gazette*, a Gannett newspaper, and supervising head of its radio station, WENY, Elmira, died Jan. 22 following an illness of several months. He was 51. Mr. Calkins was prime mover in the newspaper's acquisition of a lease on Cornell University's radio station, which was operated by the Gannett interests for several years as WESG. Last year Cornell resumed its own commercial operation of the station (now WHCU, Ithaca) and the newspaper obtained a construction permit for the present WENY. Mr. Calkins is survived by a widow, son and sister, all of Elmira.

TRYING TO SELL SHOES IN BAREFOOT (Ky.)?

Shoes or shovels or shaving cream—you'll make few sales in Barefoot (Ky.)—or in *any* of the hundreds of whistle-stops in this here state! Y'see, the villagers in these tiny towns just ain't what you'd call fabulously wealthy. Whereas, in the well-heeled Louisville Trading Area, folks has plenty of legal tender—and they spend about *twice as much* as all the rest of Kentucky combined! . . It's a million-buyer market, covered *completely* by WAVE—the only N. B. C. Basic Red Network station for 100 miles around! . . There's an idea there we'd be glad to elaborate on!

LOUISVILLE'S WAVE
5000 WATTS
940 K. C.
N. B. C.
FREE & PETERS, INC., NAT'L REPRESENTATIVES

Radio vs. Driving

SAN DIEGO, Cal., police are conducting a survey to determine if radio music interferes with a motorist's driving ability. Chief of Police Clifford E. Peterson has instructed officers investigating traffic accidents to ascertain if the driver of a colliding vehicle was listening to a radio broadcast at the time of the mishap. Planned result of the survey was not revealed.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

for Time Buyers

When you're scheduling radio in Connecticut, remember that WDRC is the only Basic Columbia Station for miles around — with more than a million listeners. What a buy for you—at WDRC's rate! Write Wm. Malo, Commercial Mgr., for further information.

WDRC, Hartford 5,000 Watts

Guestitorial

(*Continued from page 30*)

the parade scene. It is now an annual commercial event.

Last year Manager John Patt planned a gigantic Easter egg-hunt for the children of Cleveland, and received permission of the city fathers to utilize an entire park. An order for 2,500 eggs was placed with the Kroger Grocery & Baking Co., whose executives were instantly curious about such a purchase. Explanation of the project led to their sponsorship of the egg-hunt for the last two Easters.

Then there are such features as "The Cleveland Scene", resume of the year with excerpts from transcriptions made of special events; a Mother's Day Award to the most notable Cleveland mother, which is up before the Florists' Assn., election returns and on-the-spot political interviews; local college "grudge" football games; theatrical first-nights and movie premieres; and so on.

Special events do pay their way.

We get some inkling of it when listeners write and phone commendation.

And we're sure of it when sponsors of these events come back, year after year, for more of the same.

Roger Dahlhjelm, big town farmer, ran 80 bucks up into a food market that has no parallel—Hollywood's Farmers Market, a 4-acre food carnival with a yield of a million per acre in '40. (Good judgment all the way.)

His judgment in radio?

Dahlhjelm points to KNX as best bet in moving branded grocery items, but that's not all: He actually *uses* Columbia's station for all Southern California—gives KNX due credit for Farmers Market success.

KNX LOS ANGELES

Roger Dahlhjelm (pronounced Dahlhjelm) reasons: the station most people listen to is the station to buy. The station that moves branded merchandise off Farmers Market shelves has proved itself to Mr. Dahlhjelm whose ears are cocked cash-registerward.

50,000 WATTS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

Owned and Operated by the Columbia Broadcasting System • Represented by RADIO SALES

The Other Fellow's VIEWPOINT

The Gentleman Disagrees

EDITOR, BROADCASTING:

This is the first time the writer has ever written a letter to a broadcasting station or anyone in the public eye, giving my opinion of same, but I can't help doing it this time.

In regard to your article on page 9 of the Jan. 1, 1941 issue of BROADCASTING. You say "Armed with BMI, Industry 'Sits Tight'" and boy, is that a laugh. If the broadcasting industry thinks that they are armed when they are using BMI, I certainly hope that the United States does not use this kind of armature for defense when Hitler or some of the other boys start knocking at our door.

We note you say that there haven't been many complaints on ASCAP music being used on the radio, that is because too many people have been too feeble after listening to the BMI to call up the broadcasting stations to complain. "Lousy" does not really describe the music that is being played over the chain broadcasting stations today.

The writer has no connection in any way or form with ASCAP. We only can say that possibly ASCAP might be a little high-handed, but we have done business with several radio stations over the last 10 years and we can vouch for what high-handed methods can be used by broadcasting stations.

JOHN J. KANE,
Sales Manager,
Cortland Baking Co.
Cortland, N. Y.

WCOV Files Answer

WITH trial set for Feb. 5 in the Federal District Court in Montgomery, WCOV, Montgomery, Ala., has filed an answer denying violation of the Fair Labor Standards Act, as charged by the Wage & Hour Division of the Labor Department [BROADCASTING, Jan. 15]. In addition to general denial of violation of the Act, the licensee, Capital Broadcasting Co., also claimed that the bulk of its programs were not heard or communicated to other states, although it did not claim exemption from the Act because its operations were confined within the state of Alabama, according to the Wage & Hour Division.

Conti to Add

CONTI PRODUCTS Corp., New York (soap and shampoo), has renewed for 13 weeks daily one-minute spot announcements on WJJD, Chicago, WIND, Gary, and WHN, New York. Company plans to add more stations in the New York and Chicago markets. Bermingham, Castlemen & Pierce, New York, is agency.

Border Stations Avoid U. S. Tax

Federal Board Decides XEPN Is Beyond Jurisdiction

MEXICAN border stations which receive virtually all of their income from advertisers in the United States but actually have their transmitters on Mexican soil, are not subject to payment of income taxes in the United States, according to an opinion released by the U. S. Board of Tax Appeals in the case of the Piedras Negras Broadcasting Co., operating XEPN in the city opposite Eagle Pass, Tex., against the Commissioner of Internal Revenue.

The station, formerly operated by Norman Baker, erstwhile Muscatine, Ia., broadcaster, was cited by the Internal Revenue Bureau for delinquent taxes in 1936 and 1937 amounting to approximately $47,000.

Six Members Dissent

The board, in a split opinion with 6 of its 15 members dissenting, held that the income of the station during these two years was not subject to tax in this country since the station operated on Mexican soil and since all of its activities were "without the jurisdiction of the United States", The Board found that 95% of the income which the station received came from advertisers in this country. Moreover, it was found that the station's broadcasts were intended primarily for reception by listeners in the United States. "But for the contracts entered into in Mexico, the radio station therein, and the broadcasts from Mexico, no gain or income would have been realized or received by petitioner from the advertisers in the United States," it added.

The opinion brought out that XEPN received gross income during 1936 of $115,000 and in 1937 of approximately $97,000 through sale of time. A remote studio had been located in the Eagle Hotel in Eagle Pass, Tex., prior to March, 1935, at which most of the revenues, primarily on a percentage basis, were received.

The board concluded that a foreign corporation, having no office or place of business in the United States, which, pursuant to contracts executed at its foreign office, broadcasts from the foreign soil programs designed in the main for listeners in the United States, is held "not to receive compensation or income from sources within the United States and, therefore, not subject to income tax".

Robert Ash, Washington tax attorney, represented the border station in the proceedings before the Tax Appellate Board, along with Frank G. Rodgers, certified public accountant, in San Antonio. The case for the Commissioner of Internal Revenue was handled by Frank B. Schlosser.

WCKY The L. B. Wilson Station

CINCINNATI • 50,000 watts • CBS

FREE & PETERS, Inc., National Representatives

DISCUSSING MBS coverage of the President's Birthday Ball from Washington on Jan. 30 are Madeline Ensign, program director of WOL, MBS Washington key, and G. W. (Johnny) Johnstone, radio director for the Committee for the Celebration of the President's Birthday.

CBS Invites Educators To Air School Meeting

TO ANNOUNCE the First International Conference of the "School of the Air of the Americas", Sterling Fisher, CBS director of education and talks, has issued more than 11,000 invitations to the affair, with a tentative program.

First session is scheduled for Feb. 27 in Atlantic City, N. J., as one of the meetings of the American Assn. of School Administrators. A demonstration broadcast will be presented and speeches will be heard by officials and educators of various American nations. Feb. 28 and March 1 the Conference will continue in New York, including special meetings held in conjunction with the Museum of National History and the Museum of Modern Art, and demonstration broadcasts of regular CBS *American School of the Air* programs. Addresses will be by members of the U. S. National Defense Commission, leaders of Latin American republics, and officials of CBS.

The international organization was set up during 1940 through the efforts of Mr. Fisher, and now includes 16 American nations and the Philippines, either officially or through broadcasting channels, as members. Invitations were sent to educators, Congressmen, cabinet members, broadcasters and publishers in the United States and Latin America.

FULFILLING A NEED!

WBOC

Salisbury, Maryland

1. Nearly 100 air miles from any other station.
2. No other station can claim primary coverage of WBOC's area.
3. Gives its listeners programs THEY want.

For concentrated coverage of this rich Delaware-Maryland - Virginia peninsula market, you MUST include WBOC in your schedule.

1940 Time Sales

(Continued from page 7)

1940, for the first time the networks accounted for less than half, dropping to 46.4% of the total business. These percentages were based on gross time sales figures.

Because of limitations of the sample figures used by Dr. Hettinger, he did not essay to estimate with precision the division of spot business among classes of stations. It seems probable, he states, that clear channel station spot business gained between $26,000,000 and $26,500,000; regional station spot, between $42,000,000 and $42,500,000; local station net sales, between $17,000,000 and $18,000,000.

It is probable, he further deduces, that regional spot business gained between 25% and 30% during 1940; clear channel stations showing an increased volume slightly lower, while local station business rose between 5% and 7%.

Daytime Advertising Up

Daytime advertising, as was the case last year, again showed the greatest relative gain during the year, increasing about 26% as compared to 14.4% for network volume as a whole. Dr. Hettinger concluded that principal gains were caused either by sponsorship of additional programs by established radio advertisers, or by their use of a greater number of stations per program. There was only a negligible increase in the number of network sponsors.

Covering national network trends, Dr. Hettinger deduced that convenience goods, representing articles produced in small units with a high rate of repeat sales, continued on the whole to show the greatest strength during 1940 on the national network. These included food products, chewing gums, toilet goods, pharmaceuticals, soaps and kitchen supplies, tobacco products and gasoline and lubricants.

Cigarette and tobacco advertising over national networks increased 26.9% during the year; drug and cosmetic volume rose 17.6%; soap and kitchen supplies, 14.6%; gasoline and lubricants, 15.7%. Thus, convenience goods accounted for 88.2% of national network volume, as compared with 87.4% in 1939 and 71% in 1935. Five classes of products—food, drugs, soaps and kitchen supplies, toilet goods and tobacco products—accounted for four-fifths of last year's network volume.

Spot and Local Diversity

In the national spot and local fields, based on preliminary data from some 150 stations, Dr. Hettinger found several trends. There is a greater diversity in the types of industries and also the number of companies using spot than in the network field, he concluded. Regional distributors loom important among the sponsors, although quite a few large national distributors are also included in this list.

"Thus," he pointed out, "the majority of national non-network tobacco advertising is on the part of cigar companies, a product which traditionally enjoys regional markets. Ice cream companies loom important in the confectionary group because their markets are also regional in nature. Regional distributors and regional brands are particularly important users of national non-network advertising in the petroleum products field. In the case of building equipment and house furnishings, sponsors are principally those interested in tapping the rural market."

The Agency Angle

Concentration of network advertising among a comparatively few manufacturers and a relatively small number of advertising agencies drew from Dr. Hettinger an explanation of the degree of skill evidently required for such business placement. Advertising placed by the ten leading agencies accounted for nearly 60% of network volume, he pointed out.

"This", he observed, "is another indication of the importance of a high degree of specialized skill and experience in the radio field; for it is probably this factor which is in the main responsible for agency concentration, although undoubtedly the general concentration of national advertising among large agencies is a contributing factor. It must be remembered that in recent years approximately 80% of all radio advertising—national and local—was placed by agencies, a proportion probably higher than that found in any other medium".

"SHUCKS - IT'S ONLY MY SHOPPING TRUCK!"

When our prosperous hayseeds "go to town" they mean business! So much business, in fact, that Red River Valley merchants ring up 46% of all retail sales made in North Dakota, South Dakota and Minnesota combined (excepting the counties containing Minneapolis and St. Paul)!

If you've got something worth going to town for, tell our folks about it over WDAY, the one and only station covering the entire Valley at all times!

WDAY, INC.

N. B. C.

FARGO, N. D.

940 K. C. . . 5000 WATTS, FULL TIME

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives

Robb Manages WIOD

ARCH H. ROBB has been appointed manager of WIOD, Miami, according to D. J. Mahoney, station president. Robb, who came to WIOD as program director last September, was formerly production chief of WHIO, Dayton, and before that with WHBF, Rock Island. The new manager came to Miami on his honeymoon. His bride is the former Eleanore Sullivan of Dayton.

Mr. Robb

News Moves Richfield's Oil

(*Continued from page 20*)

high-school assemblies and service club meetings. Naturally on trips to other cities these appearances are multiplied, and are generally supplemented by tie-ins with other programs on the stations visited.

Giving us just as much satisfaction as the survey ratings and the give-away successes are the friendly, intimate little incidents which show that *Richfield Reporter* reaches the heart as well as the ears and the pocketbook of the Far West. On several occasions we have been visited by grizzled old sourdoughs from Alaska, anxious to thank us personally for what they call the only connecting link between their own isolated outposts and the world of news.

A missionary from the Arctic Circle wrote us that his Eskimos listened with him nightly to the *Reporter*, but were quite puzzled why the Great White Father didn't send his U. S. Marshal to arrest this Hitler who was constantly getting off the reservation!

Ever Improving

On another occasion we received an urgent wire from a hospital asking that we broadcast a plea for a certain rare type of blood needed in an emergency transfusion. The only blood acceptable was that of a person who had recovered from the same disease as that under treatment in this Eastern hospital. The doctor who wired admitted that it was a shot-in-the-dark. According to his knowledge, only one or two persons in the entire country possessed this type of blood. Yet as a result of our announcement on the *Reporter* eight volunteers of the desired classification were obtained!

Of course in an era when news is becoming increasingly more important, we are not content to let the *Richfield Reporter* become just another newscast. We hope to keep it at its present peak of most popular news broadcast in the West by a persistent effort to improve the product.

Our editor, Wayne Miller, has just returned from an eastern tour where he studied methods of handling news in the NBC New York headquarters and where he discussed common problems with the foremost newscasters and commentators of the radio world. On this occasion he also received valuable background information through direct radio conversation over NBC channels with correspondents in the news centers of Europe.

Partially as a result of *Richfield Reporter*, Hixson-O'Donnell Advertising Inc. has its own success story to tell, too. Starting as a local organization, we have just expanded to national operations with the opening of our office in New York to handle such new accounts as Sinclair Oil Co. and Richfield Oil Corp. of New York. We hope to build both our own structure and that of our clients with still more blocks of radio.

LIVELY TUNES were tapped out on water glasses by Cecil Underwood (left), Hollywood manager of Needham, Louis & Brorby, and producer of the NBC *Fibber McGee & Molly Show*, sponsored by S. C. Johnson & Son (wax products) while Bill Mills, musical director of that program, instructed. Impromptu concert took place at Hollywood's Brown Derby.

New Iowa Station

J. D. (Jack) FALVEY, veteran newspaper and radio man, has announced an April 1 starting date for his new local outlet, KBIZ, in Ottumwa, Ia. Granted by the FCC last Nov. 14 [BROADCASTING, Dec. 1], the station will operate with 100 watts on 1210 kc. Staff, in addition to Mr. Falvey as general manager, includes Roger Livingston, from KSTP, St. Paul, and WRJN, Racine, Wis., as commercial manager; Fred Reed, from WHO, Des Moines, in charge of traffic and promotion; Stanley Corley, from WIND, Chicago, program director. Announcers are Bill Parrish, from KWOC, Poplar Bluff, Mo.; Ieci Meier, Newell Tripp and Betty Parker. Wayne Hatchett, from KITE, Kansas City, is chief engineer. Collins equipment will be installed throughout and a 200-foot Wincharger tower is to be erected.

UP Atlanta Relay

UNITED PRESS Jan. 27 will create a new radio relay point in its bureau at Atlanta. It will speed up transmission of news from New York and Washington and make possible a considerable increase in the volume of sectional and state news of the eight States affected. The new relay print will be under the direction of E. W. Lewis, division news manager in Atlanta.

WKNE OF NEW ENGLAND

Formerly WNBX of Vermont. The only station with real power in New Hampshire or Vermont. Primary service to the Heart of New England.

WKNE Keene, N. H.
5000 Watts Full Time

WTRY Troy, N.Y.
WSYR Syracuse

An H. C. Wilder Station
Represented by RAYMER

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS
CLEAR CHANNEL

Studio Notes

OHIO radio executives have been invited to a highway and traffic seminar to be held in Columbus in March after plans for the meeting were developed at a Jan. 14 meeting of a special radio committee. Plans were announced by D. O. Taber, public relations director of the State Highway Department. A statewide Traffic Safety Week is planned for early spring, with radio playing an important part, it was stated. Members of the committee at the Jan. 14 meeting were J. N. (Bill) Bailey, news editor of WLW-WSAI, Cincinnati; Ellis C. Vander-Pyl, publicity director and merchandising manager, WGAR, Cleveland; Dick Burrell, manager, WBNS, Columbus; Wallace Beavers, WCOL, Columbus.

WCAE, Pittsburgh, is using a new twist on its "Mile O' Dimes" broadcasts for the infantile paralysis campaign. The station is doing a series of street broadcasts, but when the listener answers the question asked, the station contributes a dime. If the question isn't answered, the person quizzed gives the ten cents. Bob Donley and Jim Murray are handling the shows.

TO ILLUSTRATE his talk on "Radio and the News" at a meeting Jan. 21 of the Committee of 100, Miami Beach, A. A. Schechter, NBC director of news and special events, arranged for two-way hookup conversations with three of NBC's foreign representatives, talking five minutes each with John McVane in London, Paul Archinard in Vichy, and Max Jordan in Basle. Mr. Schechter remained in Miami Beach after the meeting to arrange for the Jan. 26 broadcast by Walter Winchell, sponsored on NBC-Blue by Andrew Jergens Co., returning to New York Jan. 27.

KLZ, Denver, recently covered the inaugural Gov. Ralph L. Carr, of Colorado, transcribing his address on a proposed setup in the Arkansas Basin patterned after the TVA. Stations in areas affected by the new plan rebroadcast the discs. They were: WKY KOB KGIW KVOR KIUP KFXJ KFKA KOKO KGEK KFBC.

WAYS of supplying radio stations and newspapers with news concerning individual draftees from their communities, are now being planned at the Office of Army Information, Second Corps Area, in New York, according to Capt. Dorsey Owings. With Col. Frank Pearson, Capt. Owings has completed a tour of New York, calling on station managers and newspaper editors to offer them the cooperation of the Office in checking scripts and stories and obtaining whatever information is desired.

WCNW, Brooklyn, has started *ASCAP-BMI Battle of Tunes*, a weekly half-hour of recordings of leading ASCAP and BMI tunes. Four ASCAP and four BMI tunes, selected through listeners' mail, are played each week on the Saturday evening feature.

EDITORIAL in BROADCASTING few issues ago brought response from WCMI, Ashland, Ky. Editorial suggested that stations will soon be putting on shows from their own theatres. WCMI points out that it already has a theatre-type studio for its Huntington studios. The auditorium pictured occupies the central portion with a front of glass brick. The entrances to the auditorium are on either side of the studios.

KLS, Oakland, Cal. has announced that ASCAP has issued a blanket release for it to use classical and semi-classical music, which will permit "God Bless America" and other tunes formerly on the restricted list to be played locally. KLS is the only station in the San Francisco bay area to re-sign with ASCAP, it was stated.

ANNOUNCERS of KOA, Denver, faced a near disaster during the National Western Stock Show Week when a wild Brahma steer in the arena charged the microphone, but was diverted by the red cloak of Homer Holcomb. Shortly afterward, a wild horse got his head and forefeet over the chute rail and had KOA Production Manager Jack Lyman chasing for the fence to get away from the flailing legs and hoofs of the struggling animal.

KDKA, Pittsburgh, had its biggest year in history during 1940, with local business accounting for more than half the total sales increase, according to W. E. Jackson, KDKA sales manager. The station normally derives about one-fourth of its income from local sales, Mr. Jackson indicated.

CLYDE COOMBS, new general manager of KARM, Fresno, Cal., marked the station's third anniversary on the air on January 15 with the announcement that KARM's contract as a basic stations of CBS had been renewed.

RATE CARD No. 30, dated Jan. 1, has just been issued by KSTP, St. Paul, fixing new schedules of rates for announcements and otherwise reclassifying rates.

A COMPLETE course of music to students attending over 140 schools in Sangamon and surrounding counties of Springfield, Ill., is being offered on the *Rural School of Music*, twice-weekly quarter-hour feature on WCBS, Springfield. Jane Bradbury, county musical director, conducts the series.

Busy Day

JACK KILTY, baritone on WOR, Newark, and singer in the musical "It Happens on Ice," planned to get married Jan. 19 because he had no broadcast slated for that day. At the last minute he was assigned a 3:30-4 p.m. broadcast and had to march to the altar at 5:45 p.m., and then hurry over to the theatre at 8 p.m. for the ice show. The bride is Lucille Hamilton, pianist and former staff artist of KDKA, Pittsburgh.

KNX, Hollywood, on Jan. 13 started operating on a 20-hour, 15-minute daily schedule, going on the air at 4:45 a.m., Mon. through Sat., with entertainment directed primarily to farm and citrus communities. Under its new schedule, the station will open at 6 a.m. on Sundays.

WOL, Washington, has finished remodeling its offices to provide increased space for private offices and reception room, along with larger quarters for the music division and a complete new suite for the commercial department on a lower floor of the Heurich Bldg., where the studios are located.

FIVE staff members and Manager Marjorie Willis, of WTOC, Savannah, Ga., were out with flu during a recent influenza epidemic in Savannah. Staff members kept from work included Announcers Fred Maness and Weldon Herrin, E. M. Lipscomb and Ben Williams, of the sales staff, and Marion Griffin, traffic manager.

AP Dramatic Series

AIR PROGRAMS Inc., New York, announced Jan. 24 an exclusive agreement with Associated Press for production of a dramatic scrip series, *Men Against Time*, based on the 92-year history of the news association. Scripts are adapted from the best-selling book, *AP—The Story of News*, by Oliver Gremling, AP executive. In addition to dramatization of famous AP stories, personalities and news situations, the program includes a tie-up to include the broadcast day's latest news bulletins.

TOLEDO
A Fort Industry Market

70%

Of the ten leading national programs (as rated by the CAB) are Broadcast exclusively on

WSPD

IN TOLEDO
and
NORTHWESTERN OHIO

These 7 out of 10 top audience shows are heard thru WSPD:

Jack Benny
Chase & Sanborn
Fibber McGee & Molly
Bob Hope
The Aldrich Family
Kay Kyser
One Man's Family

A FORT INDUSTRY STATION
5,000 WATTS
WSPD
TOLEDO, OHIO

OUR TARGET: The world's largest market.
OUR WEAPON: 5000 WATTS day and night with Directional Antennae.
OUR AMMUNITION: Your product programmed with intimate appeal to New York's Melting Pot millions.
OUR AIM: To insure results.
WBNX NEW YORK : 5000 WATTS

Purely PROGRAMS

NEW TYPE of morning program, *Breakfast at Sardi's*, has started on KFWB, Hollywood, under cosponsorship of Los Angeles Soap Co., Los Angeles (Calla Lily soap); San Francisco (peanut oil); and Rumford Chemical Works, Providence, R. I. (baking powder). With Tom Breneman as m.c., the five-weekly half-hour broadcasts emanate from Sardi's Restaurant on Hollywood Blvd. A group of 50 women, chosen from written requests, are breakfast guests daily. Sponsors send a Yellow Cab to their respective homes to pick them up, giving each guest a gardenia corsage. Quiz games, interviews and a community sing makes up the ad-lib broadcast. A guest, picked at random, is presented with a wishing ring during the broadcast, with audience present, participating in a "wishing" ceremony. A radio is also awarded daily to a listening-in friend of a breakfast guest. John Nelson, radio director of Raymond R. Morgan Co., Hollywood agency, produces the show, with Arnelle Olson assisting.

* * *

Liberty Land

SONGS which have played important roles in the development of the United States, together with dramatizations of the composers' lives and the events themselves, are features of *Sweet Land of Liberty*, weekly half-hour program which started Jan. 26 on NBC-Blue with Frank Luther, Zora Layman and the Luther-Layman Singers.

Triple Guard

COVERING national defense movements within the District of Columbia applying to the National Guard and Selective Service Boards of the District, a new three-station feature, *The D. C. Guardsmen*, started Jan. 20 on WRC, WINX and WOL. Capt. Gordon Hittenmark, *WRC Timekeeper* and public relations officer of the D. C. National Guard and Selective Service Board, conducts the program each Monday night successively in the three studios, 7:15-7:30 p.m. on WINX, 9:45-9:50 on WOL and 10:30-10:35 on WRC.

* * *

Three-Four Time

BUILT AROUND waltzes and hit tunes of yesteryear, played by the studio orchestra, *Music, Just Music* has started as a weekly feature on WRVA, Richmond, Va. Comment and introduction for the tunes are held to a minimum, and considerable BMI material is used.

* * *

News Forecast

INCORPORATING a forecast of the probable trend of events during each coming week, *This Week—and Next*, weekly review of news has started on WSGN, Birmingham, Ala. McClennan Van DerVeer, editor of the *Birmingham Age-Herald*, conducts the feature.

For the Girls

SIMILAR to the women's participation program, *Marjorie Mills*, currently on Yankee Network, is Nell Giles' *Susan Be Smooth* feature, which started Jan. 15 on WBZ - WBZA, Boston. Heard Wednesdays and Fridays, 4:15-4:45 p.m., the program will run sustaining four to six weeks, after which it will be available for participating sponsors wishing to promote women's toilet articles and requisites. All arrangements for the program are handled by Broadcast Advertising, Boston, also agency for the *Marjorie Mills* program.

* * *

Talent Breaks

TRANSCRIBED one-minute announcements, utilizing voices of CBS name talent, are being used by KNX, Hollywood, during station breaks and other free time, to publicize sponsored network shows. Besides their own specific broadcasts, the talent also recommend other CBS programs. New publicity idea in building larger audience attendance was conceived by Charles Vanda, CBS Western division program director, and is being carried out under direction of Hal Rorke, the network's West Coast publicity director.

* * *

For New Composers

TO GIVE new composers a chance to introduce their songs, CBS on Jan. 19 started *Composer's Corner*, a Sunday half-hour program, featuring Lyn Murray and his orchestra and Vocalists Fredda Gibson and Jack Leonard. The program will pay tribute to one new songwriter each week, the first to be Irving Graham, composer of "Crazy With the Heat".

* * *

Eleventh Hour

RECENTLY launched on KROW, Oakland, Cal., *Speak Up for Democracy* is produced in cooperation with the national headquarters of the Veterans of Foreign Wars and local chapters. The program is presented on the eleventh hour of the eleventh day of each month, in commemoration of the signing of the World War armistice.

* * *

Parlor Game

A RADIO variation of the old "he said, she said" parlor game, *Ribbon Sketches* has started on KLS, Oakland, Cal. The game is played with song titles sent in by mail and embroidered into the continuity. Bert Symmes m. c.'s the program.

'PRACTICING what he preaches is the claim WSGN, Birmingham, makes for this boudoir shot of Bill Terry, as he tries out a NuSteel razor blade while reading continuity for the NuSteel program. Terry is production director of WSGN.

* * *

Almanac Style

OFFERING a perspective of world news like that presented by an old-fashioned household almanac, KGO, San Francisco on Jan. 19 started a new weekly program, *The Almanac*. There is a quick mention and review of important events in world history, specifically those that happened on or near the dates of the different broadcasts. Also there is a background picture of current news, a perspective on the significance of these events and a sprinkling of miscellaneous information.

* * *

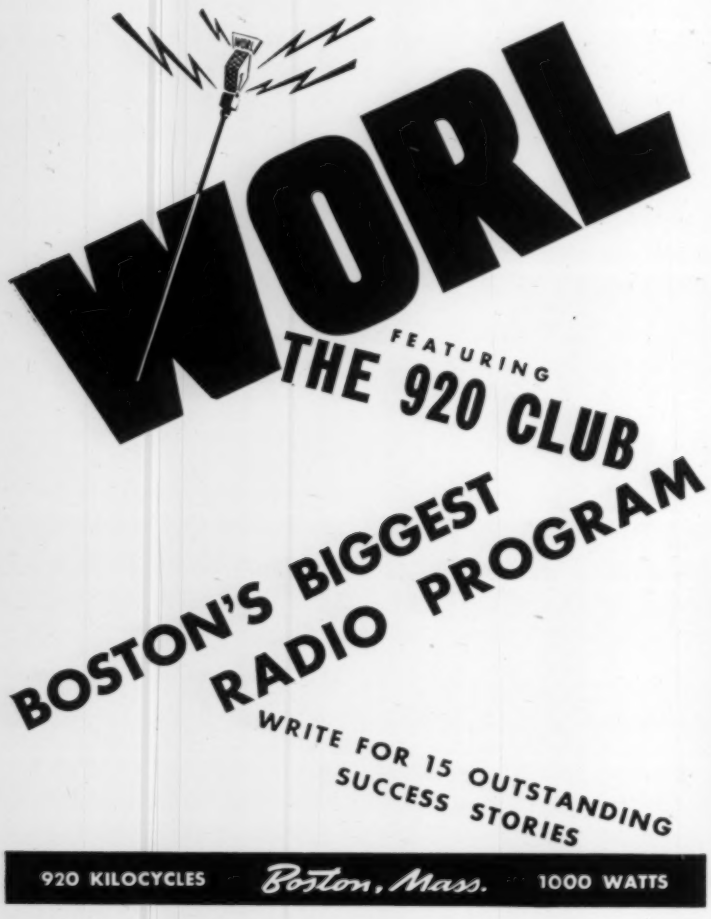
Homey Trials

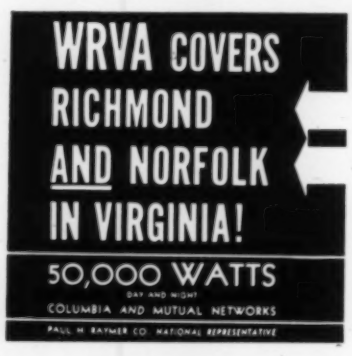
DEFENDING the lot of the woman in the home, *Housewives Inc.* has started on KIRO, Seattle. The new daily feature is really a mock trial of doorbell-pushers and other intruders on the housewives' peace of mind, along with a sprinkling of recipes and household hints. Commercials are handled in the same vein as the rest of the program, with Helen Stryker and Margo McPherson officiating.

* * *

Yoo Hoo, Teacher

HIGH SCHOOL students are called upon to serve as scholars for a new quiz show, *Teacher I Know*, on WFIL, Philadelphia. A weekly series, starting Jan. 27, the quiz teams will have students from a Philadelphia suburban high school competing against a team of experts from a parochial school in the city. Hy Burton presides as "Teacher."





Frigid Info

VITAL information for winter sports enthusiasts is contained in the weekly *Sierra Sports Program* on KYA, San Francisco. The program is devoted to news from the Donner-Sierra winter playgrounds, providing up to the minute information on snow depths, skiing conditions, weather and road conditions. Famous skiers appear on the program as guest speakers, along with pioneers of the Sierra regions of California. Verne Wilson of KYA does the commentary. The program is cooperatively sponsored by the winter resorts in the Sierra region.

* * *

Music Education

INSTRUCTION in song and harmony for rural school children is offered on a new educational series on WJPF, Herrin, Ill. The series, produced in conjunction with the Franklin County Schools, is directed by Geoffrey Hughes, county superintendent of schools. Rural schools in the county have been provided with receivers to help spread the feature as a part of the regular school curriculum.

* * *

Safety Students

NEWEST show in the safety campaign of WSYR, Syracuse, N. Y., is *The Safety School of the Air.* Studios are turned into classrooms each Monday night, with a class of "students" selected from local clubs and schools. Arthur J. Leahy, special police investigator, is professor of the school. Assisted by Announcer Elliott Gove, Leahy conducts an examination on safety.

* * *

Nocturne Albums

LETTER contest among listeners has been started by WDAS, Philadelphia, for its nightly *Nocturne,* a program of classical music recordings. Listeners are invited to write in a 25-word sentence completing the statement: "I like *Nocturne* because_____." The best letter of the week is awarded an album of recordings, the winner having the choice of any album in any recording company catalogue.

* * *

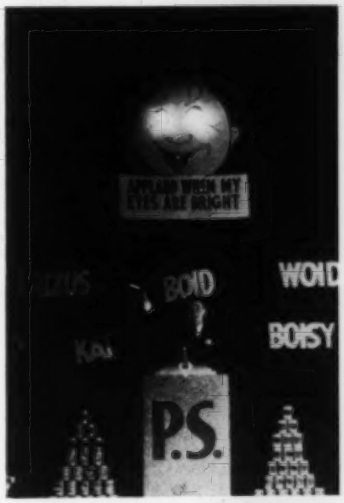
State Issues

DESIGNED to place before listeners current California governmental issues, Don Lee Broadcasting System, Hollywood, has started a thrice-weekly quarter-hour, *Affairs of State* which originates from the State Capitol in Sacramento. Series, conducted by Dick Connor, commentator and news analyist, is released to the 16 California Don Lee stations as a public service feature.

* * *

Alley Highlights

BOWLING chatter is featured on a new weekly quarter-hour program on WPEN, Philadelphia. Bill Briner, president of the Philadelphia Bowling Assn., conducts the show, which highlights high scores of the week and brings before the microphone the 300-game bowlers each week to tell of their experiences in making a perfect score, like hole-in-one golfers.



EXTRANEOUS applause has dropped to a minimum since KIDO, Boise, Idaho, installed this lamp-eyed dunce figure on the stage of one of its local quiz programs. The moon-faced figure, lampooning Clete Lee, m.c. of the show, carries the legend: "Applaud when my eyes are bright". On cue from Lee an engineer presses a button to light up the eyes, then on signal turns them off.

College Faculty Board For Awards Is Selected

UNIVERSITY of Georgia faculty committee, which will make preliminary selections for the George Foster Peabody Radio Awards, has been announced by Dean John E. Drewry, of the Henry W. Grady School of Journalism. The recommendations of this faculty group are to be presented to the Peabody Awards advisory board, which will make final selections and announcements of the first awards at a time and place to be decided upon by its members, probably New York in March.

Members of the faculty committee are Willett Main Kempton, assistant professor of journalism; Carolyn Vance, speech department head; Edward C. Crouse, drama department head; Michael A. McDowell, assistant professor of music; Dr. B. O. Williams, sociology department head; Dr. Merritt B. Pound, professor of history and government.

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

SCOOP IN MISSOURI
KWOS, KWK Get Only Pickup Of Stark Veto

A CLEAR-CUT news beat was claimed recently by KWOS, Jefferson City, Mo., and KWK, St. Louis, for their pickup of Gov. Lloyd C. Stark's address to the State Legislature vetoing a proposal to investigate the November election of Republican Forrest Donnell as Governor of Missouri. Previously radio folk from all over the State had come to the capitol at Jefferson City to pick up interviews and actual proceedings of the Democratic legislature's attempt to contest the Donnell election.

After three days of hearings and other activity, the special crews went home. However, KWOS, sensing something unusual in Gov. Stark's decision to address the Legislature a few days later, set up microphones and picked up the speech, during which he dropped the veto bombshell. KWK, which has maintained a line to the KWOS control board for several years, also carried the pickup.

Bucking the Pot

FOUR Baltimore theatres have decided to meet the competition offered by the *Pot o' Gold* programs, heard Thursdays on 97 NBC-Red stations, 8-8:30 p.m., on behalf of Tums, by offering to double the prize if a winner should fail to answer the telephone because of attendance at one of the theatres. In a newspaper campaign the theatres — Alpha, Bridge, Westport and Hampden—report: "You need not stay home on Thursday nights to win the $1,000 or more prize money offered . . . . We will double the amount if you are in any of the theatres listed below at the time the telephone call is made—and your number is selected."

FM Aids Customs

GENERAL ELECTRIC Co. has recently installed FM equipment for two-way communication between United States quarantine tugs and the Quarantine Administrative Headquarters at Custom House, Boston, according to GE. Noise-free quality of FM has eliminated the necessity of the quarantine officials returning to shore, a distance of about five miles, to check records, enabling them to clear more ships in busy times.

1370 kc.
WTSP
ST. PETERSBURG, FLA.
gives
COMPLETE AND ECONOMICAL COVERAGE
of the
TAMPA BAY AREA
including ST. PETERSBURG TAMPA CLEARWATER BRADENTON & SARASOTA
WITH A PERMANENT POPULATION OF 300,000
WTSP
St. Petersburg TIMES affiliate
ST. PETERSBURG, FLA.
R. S. Stratton, Manager
Represented by
RADIO ADVERTISING CORPORATION
New York • Chicago
Cleveland

WANTED!
RADIO STATION BUSINESS MANAGER
A $10,000 man capable of earning 3 to 5 times this amount

Somewhere in this country is probably a man now running a Radio Station and seeking greater scope for his abilities. He knows production and all the details of a successful radio station operation. He will be willing to start in a great city at $150 to $200 a week plus participation in profits and carve out an important post for himself. Write fully and in complete confidence (including small photo or snapshot if possible) to Walter A. Lowen, Placement Specialist (agency) 420 Lexington Ave., N. Y.

AGENCY Appointments

INDIANA CONDENSED MILK Co., Indianapolis (Wilson's Milk), to Keeling & Co., Indianapolis. Spot radio to be included.

BUELL MFG. Co., Chicago (air horns), to Burns & Potter, Chicago.

THE HECHT Co., Washington (department store), radio to Seidel Adv. Agency, Washington.

PARFAIT POWDER PUFF Co., Chicago, to Lane, Benson & McClure, Chicago. E. Sherman Perlman, account executive. Radio to be included in plans.

NATIONAL LOAN Co., Hartford, Conn. (finance), to F. W. Prelle Adv., Hartford. Newspapers, radio and direct mail will be used

CRANE & CRANE CLOTHIERS, New York, to Atlantic Adv. Co., N. Y.

LYONS FINANCE SERVICE, Inc., Philadelphia (small loans), to J. M. Korn, Philadelphia.

C. A. MOSSO LABORATORIES, Chicago (Oil-O-Sol, antiseptic), to Roche, Williams & Cunnyngham, Chicago.

Liptone Spots

PRINCESS PAT Ltd., Chicago (Liptone), is currently using a varying schedule of six or more spot announcements weekly on 20 stations. Announcements offer samples of product, new liquid lip rouge, in return for 10c to cover postage. More stations will be added in the future. Agency is Frank R. Steel & Associates, Chicago.

KDYL
Showmanship hits people right where they live—in the population centers of the Intermountain Market
KDYL
The POPULAR Station
Salt Lake City
Representative: JOHN BLAIR & CO.
NBC RED NETWORK

Maj. Borrett Back

WELCOMED BACK by all delegates to the CAB convention was Major W. C. Borrett, CHNS, Halifax, who was absent last year because of organizational duties in the Army. Major Borrett, in mufti, brought with him a stock of wartime recordings made by his staff during the past year. He reports that five of the CHNS staff are now with Canadian forces in different parts of the Empire but that despite this depletion of key men CHNS was still able to serve a spot in Canada where the war is close at hand.

CHURCHILL BOOKLET
Souvenir Would Be Used For Fund - Raising Drive

UNDER discussion in the afternoon session of the CAB convention Jan. 21, was a new giveaway in the form of a well-illustrated booklet on the life of Winston Churchill, written especially for the CAB. The booklet would be presented to listeners for 25 cents to cover production and mailing costs, with any surplus turned over to a patriotic fund. It was expected that CAB members could use about 100,000 such booklets.

Cementing further the bond of international fellowship it was announced by C. Lloyd Egner of NBC that American stations would be willing to use this give-away as well, and so swell the sum which could be sent to some such special fund as the Winston Churchill Relief Fund, with BROADCASTING cooperating in publicizing the booklet in the industry. Egner also stated for all the transcription services that they would cooperate in putting this booklet across for a patriotic fund with all the talent available.

SUIT against CBS, Dorsey Richardson, William S. Paley, et al, brought over a year ago by Henry G. Mason, CBS stockholder, was revealed in the New York State Supreme Court on Jan 17 when the plaintiff filed a note of issue requesting trial some time in February. Plaintiff alleges malfeasance and mismanagement by the directors and seeks an accounting. No date has been set for trial.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

PAYING TRIBUTE to Harry Sedgwick, for six years president of the CAB, the broadcasting industry in convention at Montreal presented him with a desk set. Standing (l to r): Dr. A. Frigon, CBC assistant general manager; Maj. Gladstone Murray, CBC general manager; Mr. Sedgwick; Glenn Bannerman, new paid CAB president-general manager; E. L. Sandell, CKTB, St. Catherines, chairman of the presentation committee.

Registration at CAB Convention . . .

J. L. Alexander, Toronto
J. Annand, CFRC, Kingston
A. Bell, CBC, Toronto
L. W. Bewick, CHSJ, Saint John
W. K. Backhouse, CKY, Winnipeg
B. H. Bedford, CKNX, Wingham
G. Bannerman, Association of Canadian Advertisers, Toronto
J. R. Beattie, All Can. Radio Facilities, Toronto.
John Beardall, CFCO, Chatham
Wm. C. Borrett, CHNS, Halifax
R. M. Brophy, Can. Marconi Co., Montreal
George Bourassa, CKCH, Hull
H. Buchanan, CHAB, Moose Jaw
H. R. Carson, CFAC, Calgary
G. Carter, Exclusive Radio Features, Toronto
J. E. Campeau, CKLW, Windsor
Mr. and Mrs. G. E. Chandler, CJOR, Vancouver
D. Claringbull, CBL, Toronto
J. K. Cooke, Northern Broadcasting & Publishing, Timmins
G. A. Cromwell, CHSJ, Saint John
Vernon Dallin, CFQC, Saskatoon
Wilf Dippie, Jack Slatter, Montreal
E. E. Dowell, British United Press, Toronto
Walter P. Downs, Presto-Amperex, Montreal
M. H. Dougall, CKPR, Fort William
F. H. Elphicke, CJRC, Winnipeg
C. L. Egner, NBC, New York City
T. A. Evans, CAB, Toronto
G. Gaetz, CKCK, Regina
A. Gauthier, CHLT, Sherbrooke
Romio Guery, CKCH, Hull
Dr. G. M. Geldert, CKCO, Ottawa
V. W. George, Whitehall Broadcasting, Montreal
Norman Goldman, BROADCASTING Magazine, Washington
H. S. Gooderham, CKCL, Toronto
B. J. T. Hall, Montreal
G. F. Herbert, CKOC, Hamilton
G. S. Henry, CJCA, Edmonton
Dr. C. Houde, CHNC, New Carlisle
Mr. and Mrs. J. G. Hyland, CJIC, Sault Ste. Marie
A. L. Leary, CKCL, Toronto
Phil Lalonde, CKAC, Montreal
C. O. Langlois, Langlois & Wentworth, New York
J. D. Langlois, Langlois & Wentworth, New York
G. A. Lavoie, CJBR, Rimouski
M. Lefevbre, CHLP, Montreal
R. C. Leslie, Can Bridge Co. Ltd., Walkerville
H. G. Love, CFCN, Calgary
L. E. Leprohon, CKAC, Montreal
G. Liddle, CKCR, Kitchener
F. S. Lynds, CKCW, Moncton
C. P. MacGregor, Los Angeles
Larry Martin, CKCO, Ottawa
Mr. and Mrs. J. H. McGillvra, New York City
R. E. McGuire, Toronto
H. McMahan, Calgary
W. C. McQuillin, Toronto
Peter Millar, CKY, Winnipeg
Lovell Mickles Jr., Joseph Hershey McGillvra, Montreal
W. C. Mitchell, CKCR, Kitchener
Herb Moore, Transradio Press, New York
P. H. Morris, CFPL, London
J. Montagnes, BROADCASTING, Toronto
A. A. Murphy, CFQC, Saskatoon
J. Stewart Neill, CFNB, Fredericton
V. F. Nielsen, CFAC, Calgary
Sam Norris, Amperex Electronic Corp., New York City
T. Odell, CBC, Toronto
Marcil Pare, CKCH, Hull
Nelson Pinder, CKRN, Rouyn
Ralph Powell, Presto Recording Corp., New York City
Mr. and Mrs. K. S. Rogers, CFCY, Charlottetown
G. R. A. Rice, CFRN, Edmonton
A. Robertson, Frontenac Broadcasting, Toronto
E. T. Sandell, CKTB, St. Catherines
J. Sedgwick, CAB, Toronto
Harry Sedgwick, CFRB, Toronto
J. A. Shaw, CFCF, Montreal
Alex Sherwood, Standard Library, Chicago
Chas. Shearer, CBC, Ottawa
J. Slatter, Station Representative, Toronto
Ken Soble, CHML, Hamilton
H. N. Stovin, CFAR, Flin Flon
F. M. Squires, CJCS, Stratford
J. P. Tardif, CKRN, Rouyn
J. N. Thivierge, CHRC, Quebec City
Chas. Thomas, CFPL, London
J. Treagle, Toronto
D. Turner, NBC, New York City
H. S. Walkar, RCA Victor Co., Montreal
J. J. Weed, Weed & Co., New York City
Neal Weed, Weed & Co., Chicago
Jack C. Whitby, CJIC, Sault Ste. Marie
T. O. Wiklund, CBC, Toronto
D. Withycomb, NBC, New York City
Hal B. Williams, Dom. Broadcasting Co., Toronto
M. J. Woodill, CKSO, Sudbury

Radio Club Elects

JOHN L. CALLAHAN, RCA Communications Inc., has been elected 1941 president of the Radio Club of America. Other officers chosen are: Paul Ware, DuMont Laboratories, vice-president; Lincoln Walsh New York consulting engineer, corresponding secretary; H. M. Lewis, Hazeltine Corp., recording secretary; Joseph J. Stantley, Continental Sales Co., treasurer. The club is a national organization founded in 1909 which meets monthly at Columbia U. New York.

Agencies

J. W. COBB Jr., partner of Gourfain-Cobb Adv. Agency, Chicago, on Jan. 1 withdrew to enter the manufacturing field. Before becoming a partner of the Gourfain-Cobb Adv. Agency, Mr. Cobb was connected with Albert Kircher Co., Chicago agency, as an account executive. All contracts and obligations have been assumed by A. S. Gourfain, who has become sole owner of the firm, which continues under its present name.

STERLING E. PEACOCK, vice-president of N. W. Ayer & Son, Chicago, on Jan. 14 was elected president of the Chicago Better Business Bureau.

W. D. MURPHY, for the last 11 years advertising manager of the Sloan Valve Co., Chicago, on Jan. 2 joined Reincke-Ellis-Younggreen & Finn, Chicago, as account executive.

GURDEN MOOSER, formerly assistant manager of KYA, San Francisco and previous to that accountant with KEHE, Los Angeles, has joined the traffic department of the San Francisco office of J. Walter Thompson Co. He succeeded Dick Meade who was transferred to the firm's Seattle office.

L. F. CHITTY, account executive of Cockfield Brown & Co. Ltd., Montreal, has been transferred to the Toronto office as assistant to W. McQuillin, radio director.

LEA H. COPELAND for the last seven years vice-president of Mitchell-Faust Adv. Co., Chicago, on Jan. 20 joined L. W. Ramsey Adv. Co., same city, as vice-president and account executive.

ERNEST GEORGE, formerly account executive of Glasser-Gailey & Co., Los Angeles, has joined John H. Riordan Co., that city, in a similar capacity. Lewis Spruance, formerly associated with various publications, has also been appointed account executive. Sterling Ellis, has joined the agency as account executive and manager of the direct mail department.

RICHARD EASTLAND, production man of J. Walter Thompson Co., New York, has taken over duties of B. W. Gunn, radio director of the Chicago office. Mr. Gunn will be away from his desk for approximately six months because of illness.

JOHN J. LOUIS, vice-president of Needham, Louis & Brorby Inc., Chicago, was in Hollywood during mid-January to check on the weekly NBC *Fibber McGee & Molly Show*, sponsored by S. C. Johnson & Son and pro-

GWENDOLEN CHEYNEY, formerly a copywriter with Lord & Thomas, has joined the staff of Ward Wheelock Co., New York, as a writer of radio commercials and advertising copy.

BUSINESS is good in British Columbia. Your business will be better with

CJOR

Vancouver, B. C.

National Representative

Joseph Hershey McGillvra

B-S-H Research Split

BLACKETT - SAMPLE - HUMMERT, Chicago, has divided its research department into three divisions. Robert F. Elrick has been appointed research director. Mr. Elrick succeeded William Herrington who on Jan. 16 joined the Leo Burnett Co., Chicago [BROADCASTING, Jan. 20]. William Jost Jr., has been appointed director of merchandizing and Carl E. Wolf Jr., director of copy testing.

H. G. LITTLE, manager of the Cincinnati office of Roy S. Durstine Inc., New York, has resigned effective Feb. 1. His future plans are unannounced.

CHARLES G. WRIGHT, account executive of Federal Adv. Agency, New York, on General Cigar Co. and F. R. Tripler accounts, has been elected vice-president of the agency, and will continue to handle these accounts.

GERTH-KNOLLIN Adv. Agency, Los Angeles, has moved to larger offices, doubling its quarters at 1709 W. Eighth St. Byron H. Brown is Southern California manager of the agency.

ROBERT CORYELL, for the last six years on the staff of Berg-Allenberg Inc., Hollywood talent agency, has been appointed head of the firm's radio department. He succeeds Cornwell Jackson who has been made literary department manager.

DUANE WANAMAKER-Advertising, Chicago, has moved its offices to 547 No. Michigan Ave., telephone, Whitehall 8213.

H. A. BATTEN, president of N. W. Ayer & Son, Inc., has been elected to the board of directors of the Philadelphia Chamber of Commerce.

DOUGLAS G. MELDRUM, formerly vice-president of N. W. Ayer & Son, Philadelphia, and previously manager of the agency's London office, has joined Ivey & Ellington, Philadelphia.

JAMES RICE, formerly space buyer of Compton Adv., New York, has joined the staff of Grey Adv., New York, in a similar capacity.

ELEANOR JOYCE, formerly of General Amusement Corp., Chicago, on Jan. 22 joined H. W. Kastor & Sons, Chicago, as secretary to J. C. Bridgewater, copy writer.

RUTHRAUFF & RYAN Inc., Chicago, has changed its telephone number to Franklin 0485.

R. T. Hoagland

R. T. HOAGLAND, 63, account executive of Allied Advertising Agencies, Los Angeles, died at his Venice, Cal., home Jan. 17 from a heart attack. Well-known in Southern California radio, he was account executive of KRKD, Los Angeles, before joining the agency four years ago.

CHECKING its coverage of the third inauguration of President Roosevelt on Jan. 20, NBC reports that a minimum of 50 stations in Central and South America rebroadcast the program in either Spanish or Portuguese. Five shortwave stations pooled their facilities to carry the event for NBC, including the GE stations WGEA and WGEO, for South America and Europe; Westinghouse station WBOS, for Europe; NBC's stations WNBI and WRCA, for Latin and South America.

J. STIRLING GETCHELL, head of the advertising firm bearing his name, who died last month, left his widow $250,000 and all his real estate and his mother and son $10,000 each, according to the will filed in Greenwich, Conn., probate court.

Ruthrauff & Ryan Quits Penn Tobacco Account

IN THE latest shift of tobacco accounts, Ruthrauff & Ryan, New York, is resigning in the near future from the Penn Tobacco Co. account, sponsor of *Vox Pop* on CBS for Kentucky Club smoking tobacco. Program was renewed Jan. 2 for 13 weeks.

While no announcement was made by the agency, which has recently been appointed by the American Tobacco Co. to handle Pall-Mall cigarettes, the release of Penn Tobacco will leave the agency with one tobacco account. No plans have been announced for Pall-Mall, but it is understood a large part of the advertising appropriation will be devoted to radio, with transcribed dramatized announcements in the offing.

R. O. Reynolds Is Named As Manager of KMPC

ROBERT O. REYNOLDS, sales manager of KMPC, Beverly Hills, Cal., has been appointed general manager, succeeding Leo B. Tyson, resigned. Announcement was made by G. A. Richards, owner and president of that station, WJR, Detroit and WGAR, Cleveland. Reynolds' entire radio experience has been with KMPC. He joined the sales staff in late 1937. When the station went full-time with increased power in January, 1940, Reynolds was appointed sales manager.

Mr. Reynolds

At Stanford he was the only player to have ever played three complete Rose Bowl football games without substitution. In 1935 he was named All-America tackle by Grantland Rice in *Collier's*. Reynolds played professional football in 1936-37 for the Detroit Lions, at that time owned by Mr. Richards. Tyson, manager of KMPC since September 1936, after a brief vacation, will go to New York, later announcing his future plans.

Ad Club Hears Mullen

THE VALUE of scientific research was emphasized by Frank E. Mullen, NBC vice-president and general manager, speaking Jan. 20 on "Frontiers of American Business" before the St. Paul Advertising Club. He said the answer to world economic problems is to be found in the scientific laboratory "from which are emerging new services, new products, and new employment for both men and capital."

Hollywood Talent Hunt

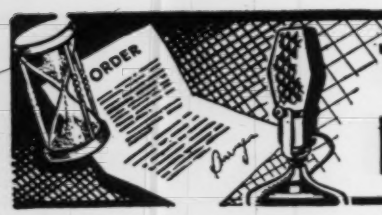
FOURTH ANNUAL Hollywood Contest for talented boys and girls from 8 to 15 is under way under direction of Don Carney, who broadcasts a children's program daily on WOR, Newark, as "Uncle Don". The two winners, a boy and a girl, will receive contracts from RKO Pictures Corp. Buddy Swan, boy winner of the 1940 contest, was found so to resemble Orson Welles that he was given the part of the young Welles in "Citizen Kane", RKO picture produced by and starring Welles, former director of the *Mercury Star Theatre* program on CBS.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

INS
Always two highest-speed teletypes instead of one. Result—no breakdowns when most important news omitted may alienate most important sponsor. That's INS.
INTERNATIONAL NEWS SERVICE

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE NBC RED NETWORK



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Richfield Oil Co., New York, weekly *sp*, thru Sherman K. Ellis & Co., N. Y.
Swift & Co., Chicago (Sunbrite), 5 *sa* weekly, thru Stack-Goble Adv. Agency, Chicago.
Dairy Assn. Co., Lyndonville, Vt. (Kow-Kare), 2 *sa* weekly, thru Hays Adv. Co., Burlington, Vt.
D & H Coal Co., Scranton, weekly *sp*, thru Leighton & Nelson, Schenectady.
P. Lorillard & Co., New York (Sensation), 2 *t* weekly, thru Lennen & Mitchell, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 1 *sa*, thru Compton Adv., N. Y.
Olson Rug Co., Chicago, weekly *sp*, thru Presba, Fellers & Presba, N. Y.
Lever Bros. Co., Cambridge (Spry), 5 *t* weekly, thru Ruthrauff & Ryan, N. Y.
C. F. Mueller & Co., Jersey City (macaroni), 5 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Knox Gelatine Co., Johnstown, N. Y., weekly *sp*, thru Leighton & Nelson, Schenectady.
W. W. Lee Co., Troy, N. Y. (Save-the-Baby), weekly *sp*, thru Leighton & Nelson, Schenectady.
White Labs., New York (Chooz gum), 4 *sa* weekly, thru Wm. Esty & Co., N. Y.
Lever Bros. Co., Cambridge (Silver Dust), 5 *t* weekly, thru BBDO, N. Y.
Pillsbury Flour Mills Co., Minneapolis, 8 *sa* weekly, thru Hutchinson Adv. Co., Minneapolis.
Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, thru Young & Rubicam, N. Y.
General Foods Corp., New York (Grape-Nuts flakes), *sa* series, thru Young & Rubicam, N. Y.
Wene Chic Farms, *sp*, *t* series, thru Shaffer Brennan Margulis, St. Louis.
American Molasses Co., New York, 13 *sa*, thru Chas. W. Hoyt Co., N. Y.
Good Luck Food Co., Rochester (desserts), 2 *sa* weekly, thru F. A. Hughes Co., Rochester.
Manhattan Soap Co., New York (Sweetheart), *sa*, *ta* series, thru Franklin Bruck Adv. Co., N. Y.
Chr. Hansen's Labs., Little Falls, N. Y. (desserts), *sa* series, thru Mitchell-Faust Adv. Co., Chicago.
International Harvester Co., Chicago (tractors), *sa* series, thru Aubrey, Moore & Wallace, Chicago.
Beechnut Packing Co., Canajoharie, N. Y. (gum), 11 *sa* weekly, thru Newell-Emmett Co., N. Y.
M. J. Breitenbach Co., New York (Pepto-Mangan), *sa*, *ta* series, thru Morse International, N. Y.
Penick & Ford, New York (My-T-Fine dessert), *ta* series, thru BBDO, N. Y.

WMAQ, Chicago

Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 10 *sa*, 8 weeks, thru William Esty & Co., N. Y.
Friday Magazine Inc., New York, 2 *ta* weekly, 3 weeks, thru H. C. Morris & Co., N. Y.
Richman Bros., Cleveland (men's clothing), 3 *sp* weekly, 15 weeks, thru McCann-Erickson, Cleveland.
Romanoff Caviar Co., New York (French Kettle Soup), 26 *ta* and *sa*, thru Piedmont Agency, N. Y.
Bayuk Cigar Co., Philadelphia (Phillies), 6 *sa* weekly, 52 weeks, thru Ivey & Ellington, Philadelphia.

KFI, Los Angeles

Dina-Mite Food Co., Los Angeles (cereals), 2 *sp* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Chemicals Inc., Oakland, Cal., (Vano), 5 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.
American Pop Corn Co., Sioux City, Ia., (pop corn), 3 *sa* weekly, thru Buchanan-Thomas Adv., Omaha, Neb.
California Grown Sugar Group, San Francisco, 2 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Rainier Brewing Co., Vernon, Cal., 6 *ta* weekly, thru Buchanan & Co., Los Angeles.

KNX, Hollywood

California Spray Chemical Co., Richmond, Cal., (Bug-Geta), 78 *sa*, thru Long Adv. Service, San Jose, Cal.
Standard Oil Co., San Francisco, 14 *sa* weekly, thru McCann-Erickson, San Francisco.
Hills Bros. Co., New York (Date Nut bread & Gingerbread Mix), 6 *sp* weekly, thru Biow Co., N. Y.
Rockwood & Co., Brooklyn (Original Chocolate Bits), 5 *sp* weekly, thru Federal Adv. Agency, N. Y.
Hecker Products Corp., New York (Shinola), 5 *sa* weekly, thru Benton & Bowles, N. Y.
J. A. Folger & Co., San Francisco (coffee), 3 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Consolidated Drug Trade Products, Chicago, 5 *t* weekly, thru Benson & Dall, Chicago.

KQW, San Jose, Cal.

Tide Water Associated Oil Co., San Francisco, 19 *sp*, thru Lord & Thomas, San Francisco.
A. Schilling & Co., San Francisco, 7 *sa* weekly, thru Beaumont & Hohman, San Francisco.
Household Magazine, Chicago, 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Kilpatrick's Bakery, San Francisco, 30 *sa* weekly, thru Emil Reinhardt, Oakland, Cal.
Simon & Schuster, New York (tax instruction book), 6 *t*, thru Northwest Radio Adv. Co., Seattle.
Princess Pat, Chicago (liquid liptone), weekly *sa*, thru Frank R. Steel Assoc., Chicago.

WJJD, Chicago

M. J. Breitenbach Co., New York (Gudes Pepto-Mangan), 12 *sa* weekly, 13 weeks, thru Morse International, N. Y.
Pierce's Medicines, Buffalo (Golden Medical Discovery), 6 *ta* weekly, 13 weeks, thru H. W. Kastor & Sons, Chicago.
Ward Baking Co., New York (bread), 12 *sa* weekly, 13 weeks, thru Sherman K. Ellis & Co., N. Y.
Conti Products Corp., New York (Conti Castile Soap), 24 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.

WENR, Chicago

Romanoff Caviar Co., New York (French Kettle Soup), 13 *ta* and *sa*, thru Piedmont Agency, N. Y.
Bayuk Cigar Co., Philadelphia (Phillies), 2 *sa* weekly, 52 weeks, thru Ivey & Ellington, Philadelphia.

KPO, San Francisco

Buffalo Brewing Co., Sacramento, Cal., 3 *sp* weekly, thru Ewing-Kelly Agency, Sacramento.
J. C. Penney Co., New York (department store chain), 5 *t* weekly, thru Pedlar & Ryan, N. Y.
William H. Wise & Co., New York (books), 6 *sa*, thru Northwest Radio Adv. Co., Seattle.
Friday Magazine, San Francisco, 1/15 *ta*, thru H. C. Morris & Co., N. Y.
National Funding Corp., Los Angeles (personal loans), 3 *sp* weekly, thru Smith & Bull, Los Angeles.
Kilpatrick's Bakery, San Francisco (bread), 5 *sa* weekly, thru Emil Reinhardt, Oakland, Cal.
Campbell Cereal Co., Northfield, Minn. (Malto-Meal), 5 *sa* weekly, thru H. W. Kastor & Son, Chicago.

KGO, San Francisco

Cook Products Corp., San Francisco (salad dressing) 3 *t* weekly, thru Rufus Rhoades & Co., San Francisco.
E. Fougera & Co., New York, (Vapex inhaler), 3 *sa* weekly, thru Small & Seiffer, N. Y.
Rainier Brewing Co., San Francisco, 6 *sp* weekly, thru Buchanan & Co., Los Angeles.
Friday Magazine, San Francisco (magazine), 9 *ta*, thru H. C. Morris & Co., N. Y.

WGN, Chicago

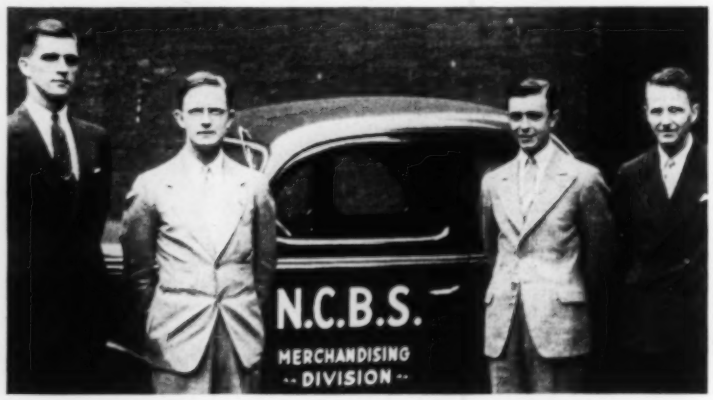
Gordon Baking Co., New York (Royal Meal and Whole Wheat bread), 5 *t* weekly, 13 weeks, thru Barton A. Stebbins Co., N. Y.
P. Lorillard Co., New York (Sensation cigarettes), 6 *t* weekly, 13 weeks, thru Lennen & Mitchell, N. Y.
Olson Rug Co., Chicago, 3 *sa* weekly, 10 weeks, thru Presba, Fellers & Presba, Chicago.

WORL, Boston

Marlin Firearms Co., New Haven (razor blades), 5 *sa* weekly, thru Craven & Hedrick, N. Y.
Kay Preparations Co., New York (Formula 301 cosmetics), 18 *sa* weekly, thru Sam Taylor Associates, N. Y.

KECA, Los Angeles

Innes Shoe Co., Los Angeles (chain shoe stores), 4 *sa* weekly, thru Ruth Hamilton Assoc., Los Angeles.
Rainier Brewing Co., Vernon, Cal. (beer), 6 *ta* weekly, thru Buchanan & Co., Los Angeles.



A CREW OF eight fulltime men is now being employed by the North Central Broadcasting Co. for field merchandising work, according to an announcement on Jan. 2 by John W. Boler, general manager of the regional network. The men, two of whom are located in North Dakota, two in South Dakota, and four in Minnesota, average 120 calls per day on retail food and drug dealers and jobbers. In addition to putting up displays, the men carry order books and make actual sales of merchandise. They carry samples of practically all products promoted via the network. Approximately 1500 food outlets, and 954 drug stores have a working agreement with the chain. Shown above is the Minnesota crew, (l to r) Ed McLaren, E. Andrews, John Woodworth and Harold Polaski.

Blue's Rate Card Lists 154 Outlets

99 Blue-Blue Stations Shown In Latest Compilation

NBC-BLUE Network Rate Card No. 28, dated Feb. 1, 1941, will be issued this week, listing 154 affiliate stations, a gain of 17 compared with the 137 affiliates listed on Rate Card No. 27, dated Sept. 1, 1940. An even larger gain has been made in the number of exclusive Blue stations, the so-called "Blue-Blue" affiliates now totaling 99 stations in place of the former total of 71. Changes may be itemized as follows:

Basic Blue Network additions: WICC, Bridgeport; WRNL, Richmond; KXOK, St. Louis; KFRU, Columbia, Mo., and WOC, Davenport. WICC and WRNL were formerly Basic Blue Supplementaries. KXOK replaces KWK, St. Louis, and KFRU and WOC are new Blue stations.

Other Additions

Basic Blue Supplementary additions: WKIP, Poughkeepsie, N. Y.; WHDL, Olean, N. Y.; WINN, Louisville, and WEMP, Milwaukee. WSUN, Tampa-St. Petersburg, and WLOF, Orlando, have been added to the Blue Florida Group, WSUN now operating independently of WFLA, with which it formerly shared time. A new 10-station Blue Southeastern Group has been established and the old Southeastern Group, formerly available with either Red or Blue networks, is now exclusively Red. New Blue Southeastern stations are: WGAC, Augusta, Ga.; WCOS, Columbia, S. C.; WJHL, Johnson City, Tenn.; WHIS, Bluefield, W. Va., and six North Carolina stations: WMFR, High Point; WMFD, Wilmington; WEED, Rocky Mount; WGNC, Gastonia; WCBT, Roanoke Rapids; WHKY, Hickory.

Blue Southern Group: WGRM, Greenwood, Miss., and WSLI, Jackson, Miss., added as optional stations.

Blue Southwestern Group additions: KOME, Tulsa, and the Oklahoma Network, comprising KADA, Ada; KVSO, Ardmore; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee.

Blue Mountain Group: KFBC, Cheyenne, added.

More Supplements

Blue Pacific Coast Group: KOH, Reno, added. KOH was formerly one of the Pacific Supplementary Group, available with either Red or Blue hookups.

WIZE, Springfield, Ohio, and WEAU, Eau Claire, Wis., have been added to the Basic Supplementaries and WSFA, Montgomery, Ala., to the Southern Supplementaries, while WAVE, Louisville, formerly a Midsouth Service station, available with either network, is now an exclusive Blue outlet.

Another change in the new rate card excepts "contracts for the use of the Blue Pacific Coast Group as a regional network" from the weekly discounts for 13 or more consecutive week network broadcasting, as the Pacific Group has its own special discount schedule [BROADCASTING, Jan. 20].

Radio Advertisers

KNOX Co., Hollywood (Cystex), is currently sponsoring three quarter-hour newscasts each week on KRKD KFVD KXL KFEL WDGY XEMO, with six weekly on WAAF and WHOM. A total of 42 spot announcements is also used each week on the latter station. In addition the firm sponsors five weekly, five minute newscasts on WAGA, with 3 spot announcements each week on KGHI, and a varied schedule on WRR. Canadian stations are also being used extensively. Agency is Allen C. Smith Adv. Co., Kansas City, with Barton A. Stebbins Adv., Los Angeles, servicing the account on the Pacific Coast.

TAYTON Co., Hollywood (cosmetics), is currently sponsoring thrice weekly participation in Al Jarvis' *Make Believe Ballroom* on KFWB, that city; Martin Block's program of similar title on WNEW, New York, and *Musical Ballroom* on WAAF, Chicago. In addition the firm sponsors a twice-weekly quarter-hour newscast on KJBS, San Francisco, and also uses spot announcements on CKLW, Windsor, Ontario. Agency is Allen C. Smith Adv. Co., Kansas City, with Barton A. Stebbins Adv., Los Angeles, servicing the account on the West Coast.

FIFTH ST. STORE, Los Angeles (department store), frequent users of Southern California radio time, on Jan. 17 started using from two to four live spot announcements weekly on KHJ KECA KFWB KMPC. Contract is for 13 weeks. Agency is the Mayers Co., Los Angeles.

DESMOND's Inc., Los Angeles (clothing and haberdashery), occasional radio users, on Jan. 6 started sponsoring, Mon. thru Fri., the twice daily quarter-hour MBS syndicated news commentator, Fulton Lewis jr., on KHJ, that city. Contract is for 52 weeks, with placement through the Mayers Co., Los Angeles.

WEST COAST IMPROVEMENT Co., Los Angeles (building materials), new to radio and placing direct, in a 13 weeks test campaign ending March 28 is sponsoring the thrice-weekly quarter-hour *Garden School of the Air* on KMPC, Beverly Hills, Cal. Firm is a subsidiary of Johns-Manville Co.

WILLARD TABLET Co., Chicago (proprietary), has expanded its varying schedule of 5 and 15-minute broadcasts using local talent to WGN, Chicago, and WROL, Knoxville, Tenn. Other stations are KTHS KFEL WDZ WGBF WIBC WGGF KFBI WINN WDSU KITE KXOK KOMA WMMN WWVA. Agency is First United Broadcasters, Chicago.

SACHINOL PERFUMES, Buffalo (perfumes), through Armand S. Weill Co., that city, as part of its national campaign, on Feb. 3 starts sponsoring a five-weekly, five-minute live fashion hints and musical program on KMPC, Beverly Hills, Cal. Contract is for 20 weeks.

Serial Swap

A WEEK'S experiment of tying in characters from two of its daytime serial programs will be tried, starting Jan. 27, by General Foods Corp., New York, when personalities from *Young Dr. Malone* enter the script of *Portia Faces Life*, each serial heard five times weekly broadcast on CBS. The two programs also recently exchanged products, with the *Young Dr. Malone* program now promoting Post Toasties, and *Portia* promoting Post Bran Flakes. Agency for both products is Benton & Bowles, New York.

BURRY BISCUIT Corp., Elizabeth, N. J. (Burry biscuits, crackers & cookies), on Jan. 28 starts a thrice-weekly quarter-hour program *Meet Tommy Bartlett*, on WBBM, Chicago. Through facilities of the station's mobile air theater trailer broadcasting and recording unit, Bartlett will visit stores in the Chicago area selling Burry products and interview housewives at their shopping. Agency is J. R. Hamilton Adv. Agency, Chicago. Morris B. Sachs, Chicago (clothing), consistent user of local radio, on Jan. 20 started a thrice-weekly quarter-hour news broadcast on the same station. Agency is Wade Adv. Co., Chicago.

LINK-BELT Co., Chicago (stokers), Jan. 20 started a four-week campaign of four-weekly station break announcements on WGN, Chicago. Agency is Behel and Waldie, same city.

WINDSOR PARK LAUNDRY, Chicago, on Jan. 13 started a 13-week thrice-weekly quarter-hour transcribed variety program on WIND, Gary, Ind. and a schedule of 312 spot announcements on WJJD, Chicago. Agency is Robert Kahn & Associates, Chicago.

GAINER & KOEHLER, Chicago (Interstate Furniture Co.), in mid-January started a five-weekly quarter-hour musical program on WJJD, Chicago, for 13 weeks. Placed direct.

JOSEPH BLILEY FUNERAL Home, Richmond, has renewed for another stretch its *Beauty That Endures* program, Sunday afternoon organ program over WRVA. The account, one of the oldest on WRVA, is a constant user of a brief, good-will commercial.

CHICAGO, MILWAUKEE, St. Paul & Pacific R. R., Chicago, on Jan. 26 renewed for four weeks its weekly quarter-hour news commentaries by Alan Scott on WGN, Chicago. Agency is Roche, Williams & Cunnyngham, Chicago.

RCA Sponsors News

RCA MFG. Co., Camden, N. J., is sponsoring William Lang's *Spotlighting the News* on KYW, Philadelphia, started Jan. 26 and continuing weekly for 52 weeks 11-11:15 p.m. preceding RCA's *Music You Want* recorded program. Similar sponsorship, to advertise Victor-Bluebird phonograph records, was started earlier in the month on WEAF, New York, and may be expanded to other markets. Placed direct.

RAINIER BREWING Co., Vernon, Cal., in a six-week campaign started Jan. 22, is using 6 to 12 transcribed and live spot announcements weekly on 10 California stations, KFI KECA KNX KFWB KHJ KFRC KGO KSFO KFSD KGB. Agency is Buchanan & Co., Los Angeles.

ANATOLE ROBBINS Cosmetics, Hollywood, through Raymond R. Morgan Co., that city on Jan. 21 started for 13 weeks sponsoring a weekly quarter-hour participation in the *Council of Beauty of Hollywood* program on KMPC, Beverly Hills, Cal. Bonney Beautifrice Shampoo Co., Hollywood, (shampoo), through Chas. H. Mayne Co., Los Angeles, in a 13-week campaign which started Jan. 16, is also sponsoring a weekly quarter-hour participation in the program.

BEECH-NUT PACKING Co., Canajoharie, N. Y., was incorrectly described in BROADCASTING, Jan. 20 as sponsoring 1½ hours of recorded music nightly on WWVA, Wheeling. Station carrying the program is WWSW, Pittsburgh.

FRANK BAKER BREAD Co., Lima, O., placing direct, is said to have budgeted $3,500 for sectional radio advertising.

HEARN DEPARTMENT STORE, New York, which has used a child talent program on WHN, New York, in the past, on Jan. 18 started a similar variety program originating from the Little Theatre in the store, Saturdays, 10:30-11:30 a.m. Agency is Milton Rosenberg, New York.

RICH HEART CHICAGO Co., Chicago (Rich Heart Flour), on Jan. 13 started a thrice weekly station-break announcement campaign on WGN, Chicago, for 13 weeks. Agency is Sehl Adv. Agency, Chicago.

FOR THE first time in radio history a commercially sponsored program originated from the Naval Academy when the Penn Tobacco Co., Wilkes-Barre, Pa., presented its *Vox Pop* program Jan. 23 on CBS from the Armory at Annapolis.

SHEP FIELDS
records for
LANG-WORTH

. . . and that's me! . . . A Hard-Working Plug who will fly your sales messages into "WSAI-Town" with its 285,260 Radio Homes. . . . Note my figure: I'm *built* for, and emphasize better *listening*, not just sending. That's why I carry more pay-off programs.

WSAI CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

A PROSPEROUS SPOT BLANKETED ONLY BY THIS STATION.....

Your Best Bet – WWNC
The ASHEVILLE CITIZEN-TIMES STATION
570 Kc.- ASHEVILLE, N. C. - CBS

SOUTHERN PACIFIC Co., San Francisco (rail transportation) has started sponsorship of a weekly *Snow News* program, Thursday, 6:45-7 p.m. (PST) on KFRC, San Francisco. Direct wire reports from snow centers are presented by Dave Scofield and Bob Forward. Agency is Lord & Thomas, San Francisco.

COOK PRODUCTS Corp., San Francisco (salad dressing) recently started a series of 39 transcribed programs, *Hollywood Headliners*, thrice weekly on KGO, San Francisco. Agency is Rufus Rhoades & Co., San Francisco.

A. F. BOYLE Co., Pacific Coast headquarters, Los Angeles, Cal. (Old English Wax, Antrol, Snarol) in mid-January bought participations on home economics programs on six stations in four key cities of the Pacific Coast for a special radio campaign. The stations are KOMO, KOIN, KSFO, KFI, KHJ, KNX. Agency is J. Walter Thompson Co., San Francisco.

LINCOLN CHESTERFIELD MFG. Co. of Oakland, Cal. recently began sponsorship of an early morning musical, time signal, weather report program on KROW, Oakland, for 52 weeks, Monday through Saturday. It also is sponsoring a series of newscasts. The company is now devoting 90% of its advertising budget to radio, with KROW used exclusively. Account is placed direct.

NATIONAL FUNDING Corp., Los Angeles (personal loans) recently started sponsorship of 209 newscasts, 10 minutes each, on KPO, San Francisco. Agency is Smith & Bull, Los Angeles.

GENERAL FURNITURE Co., Chicago (chain), on Jan. 16 started six-weekly one-hour transcribed and live variety programs on WJJD, Chicago. Contract is for 52 weeks. Firm is currently sponsoring *Breakfast Express* one-hour daily on WAAF, Chicago; two quarter-hour news and recorded programs daily on WCFL, and WIND; one-hour daily foreign language programs on WGES and WSBC. Plans are to expand this schedule. Illinois Adv. Agency handles the account.

CONSOLIDATED CIGAR CO., New York (Harvester cigars), on Jan. 20 started four-weekly quarter-hour *Alan Scott's News Commentary* programs on WGN, Chicago. Agency is Erwin, Wasey & Co., New York. Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), on Jan. 20 lengthened *The Deacon* program five minutes making the program a quarter-hour Monday thru Friday. Agency is Sherman & Marquette, Chicago.

COLUMBIA BREWING Co., St. Louis (Alpen Brau beer), is sponsoring a daily quarter-hour transcribed *Musical Clipper* program on WCBS, Springfield, Ill.

BUFFALO BREWING Co., Sacramento, Cal., on Jan. 14 started sponsorship for 13 weeks of 5 minutes of sports news featuring Hal Wolf on KPO, San Francisco. Agency is Ewing-Kelley, Sacramento.

NOW THEY LOOK LIKE THIS

(*See page 27*)

COUNTERPARTS TODAY of the military-clad lads pictured on page 27 (in same order, left to right) are Bill Gittinger, CBS sales vice-president, pictured as an Army aviation cadet at Camp Dick, Dallas, whence he went to the aviation ground school at Cornell U; Jules Herbuveaux, NBC Chicago program manager, who was a chief gunner's mate in the Navy Air Corps during World War I; Don Searle, director of KOIL, Omaha, and KFAB-KFOR, Lincoln, while a student in the Army Aeronautics School at Illinois U in latter 1918.

Radio Operators Sought For Government Service

APPLICATIONS for high-speed radio equipment operators to serve in the defense program will be received until further notice by the U. S. Civil Service Commission. Qualified persons are urged to send their applications to the Commission's Washington office at once. A large number of vacancies will be filled in defense establishments.

One year of experience as radio operator in commercial or Government communications work is required. Although training in radio operation at a service school may be substituted for this experience, all applicants must have had three months' experience in the operation of high-speed radio communication equipment such as transcribing to typewriter syphon recorder tape, and transmitting messages by hand or bug.

The salary is $1,620 a year less a retirement deduction of 3½%.

Further information and application forms may be obtained from the secretary of the board of U. S. Civil Service Examiners at any first or second-class post office, or from the U. S. Civil Service Commission, Washington, D. C.

100th Anniversary

MARKING its 100th anniversary, the *Prairie Farmer* on Jan. 11 published a 192-page centennial edition reviewing the agricultural publication's and the nation's development during the past century. The historic edition, apart from its regular departments, includes special mention for the *Prairie Farmer's* radio activities, centering around its WLS in Chicago. Several pictorial pages present WLS executives and personalities, including Burridge D. Butler, owner, and Glenn Snyder, general manager, of WLS, and illustrate operation of the station. Another section is devoted to a chronicle of the development of WLS and network radio.

Georgia Time Salesmen Hold First Convention

TIME salesman of the Georgia Broadcasting Assn. returned to their homes Jan. 18 after attending the first meeting of the group in Macon, Ga. Appearing as guest speakers were Dr. Frank Stanton, director of research for CBS, and Charles Caley, commercial manager of WMBD, Peoria, Ill. John Outler, commercial manager of WSB, Atlanta, served as director of the convention.

Representatives of both local and network stations throughout Georgia attended the meeting and received advice on the preparation and presentation of program time to sponsors.

CUYAHOGA Valley Broadcasting Co., seeking a new station in Cleveland, has changed its FCC application to ask for 1,000 watts on 1270 kc. Principals in the company, each one-third stockholder, are W. I. Booth, Texas oilman and banker; R. T. Dye, of Republic Steel Corp., Warren, O.; M. F. Rubin, Cleveland contractor and owner of several radio stations.

Associate Drive Is Begun by NAB

Disc, Equipment Firms and Others to Be Enrolled

A PRE-CONVENTION drive for associate members in the NAB to be recruited from transcription companies, equipment manufacturers, station representatives, news services, telephone and telegraph companies and market research organizations, has been launched by the NAB. Annual dues range from $250 to $1,000, depending upon classification.

With the NAB convention scheduled for St. Louis May 12-15, the association has ruled that no organization eligible to associate membership and not an associate member 60 days prior to the convention will be entitled to exhibit, maintain reception headquarters, or distribute literature in the hotel designated as official convention headquarters, or otherwise participate in meetings. Associate members will be given all privileges, except a vote.

For transcription companies, the classification of dues is based on $250 annually for companies doing a business up to $100,000, and $500 annually for those doing in excess of $100,000. Equipment manufacturers would pay on the same basis.

Station representatives fall into four classifications in $250 annual jumps, based on number of stations represented and income categories. A representative with one to five stations would pay $250 annual dues; with six to 10 stations $500; eleven to 20 stations $750, and 21 or more stations $1,000.

News services with 1 to 100 stations would pay $250 in annual dues. Those serving up to 200 stations would pay double that amount; 200 to 300 stations $750 annually, and 300 or more stations $1,000. Telegraph and telephone companies would pay a flat $1,000 and market research organizations a flat $250.

Under the rules, NAB will provide at its expense a standard exhibit room in the headquarters hotel to each associate member for each $250 unit of membership, the facilities to be made available one day prior and one day following the convention. Should an associate member not desire an exhibit, the NAB will assume a portion of his hotel expense equal to that which would have been paid had he been an exhibitor.

Arthur Stringer, NAB promotion executive, will become director of exhibits at the annual conventions. All exhibit work would be coordinated through his office.

5000 WATTS
in
BOSTON
WMEX
70 BROOKLINE AVE., BOSTON, MASS.

Get on WJHP's new highway to Jacksonville's buyways!
NBC BLUE
WJHP
JACKSONVILLE
FLORIDA
H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

Merchandising & Promotion

Aid to Editors—Song Names—Happy Birthday—Money in Bags—Ground in Philadelphia

THROUGH the efforts of WCCO, Minneapolis, radio took an active part in the convention of the Minnesota Editorial Assn., held Jan. 23-24 in St. Paul. The CBS program, *City Desk*, a half-hour newspaper drama sponsored by Colgate-Palmolive-Peet Co., Jersey City, originated from WCCO Jan. 23 and was witnessed by the 500 delegates. *Stop That Story*, a dramatization of newspaper ethics sponsored weekly on WCCO by the *St. Paul Dispatch-Pioneer Press*, was broadcast from the convention banquet.

For the *News of Our Neighbors*, an early morning rural newscast, Bob Campbell, announcer for the program, made recordings of interviews with the editors for broadcast on the program. A display of "radio and the news" was arranged by WCCO, demonstrating the effectiveness of cooperative newspaper programs on the station, and the editors were invited to inspect and test their skill at making sound effects in the studios.

* * *

Titles for Tunes

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes), has received over 5,000 entries in the first two weeks of the Name-a-Tune contest on the program, *Discoveries of 1941*, which started on WJZ, New York, Jan. 3. Each week a new untitled BMI tune is played and the listener submitting the best title receives $50 in cash and 10% of the royalties. Program, currently on a 13-week test series on WJZ, is being groomed for network production by BBDO, New York, agency in charge.

* * *

Light Vein in Pittsburgh

COPY in light vein is used by WCAE, Pittsburgh, in a new series of 1-column ads, 5 inches deep in local newspapers. They supplant 3-column 7-inch ads run in 1940. Commercial programs are promoted.

BALLOONS ranging from 10 inches to five feet, bearing greetings from WLW and WSAI, paper carnival hats bearing printed messages, and a "Find Your Double" contest in which four Crosley radios were given as the principal prizes, featured the annual dinner dance of the Ohio Valley Druggists' Assn. in the Netherland Plaza Hotel, Cincinnati. More than 400 retail druggists and their wives attended. Dick Ruppert, promotion director of WSAI, was in charge of the radio portion of the affair. In addition to the decorations and the prizes, WLW furnished a program of entertainment. Dick Ruppert (right) promotion director of WSAI, Cincinnati, presents radios to two winners of the "Find Your Double" contest, Mrs. R. C. Woods and Mrs. George Ast.

KGO'S Birthday

THE 17th anniversary of the founding of KGO, San Francisco, was marked by a promotion campaign which ended in a four-hour program staged before more than 5,000 persons on one of the floors of the John Breuner Co. store in Oakland. KGO was founded in Oakland, where its transmitter still remains, although the studios have been moved since to the NBC quarters in San Francisco. For a week before the anniversary broadcast many radio set dealers, as well as Breuner's promoted the birthday broadcast with special window displays. Seven of Breuner's windows were devoted exclusively to radio and the programs. The remaining six windows featured pictures of KGO-KPO artists along with merchandise. Throughout the store approximately 400 KGO-KPO-NBC pictures appeared.

A sound truck called attention to the broadcast. Diversified promotion for the show included a series of interviews and announcements.

* * *

Journalistic Swap

THE *Call-Bulletin*, daily evening paper, this month negotiated a reciprocal promotion deal with KFRC and KSFO, San Francisco. The paper is presenting a five-minute newscast over each station daily, during the afternoon hours, in which it calls attention to the news stories and features in its final night edition. The promotion is intended to be a circulation build-up. Bob Hall, ex-radio editor of the paper, now feature writer, is writing the special newscasts which are presented by the station announcers. In turn KFRC and KSFO are given advertising space in the *Call-Bulletin*.

* * *

Sack o' Dough

A BAG of money, amounting to $15, is given away by WLS, Chicago, to 20 children participating in its weekly half-hour *Bag o' Money* quiz program, which features simple questions and stunts easily answered or attempted by youngsters. Children of all ages are requested to write in for tickets. Each ticket is in two parts and numbered. One part is put in a "grab bag" and when the number is called the youngster comes up to the microphone. The quizmaster has a bag of coins. Each question is worth a certain amount, and every child wins some money.

* * *

For Premiums Only

GIVEAWAY clearing house for WDAS, Philadelphia, has been established by Pat Stanton, general manager. All programs offering premiums must submit a sample of the gift to the department, which will determine if the value of the item coincides with the claim made for it by the agency or account making the offer. In addition, the department will facilitate the handling of general mail, box tops and coins received in response to giveaway offers.

Bottler's Tips

SPONSORING *Sunshine Sue & Her Rangers* five times weekly on WRVA, Richmond, Va., the local Dr. Pepper Bottling Co. is having Sue ask her listeners to send in names and addresses of stores and restaurants not stocking the Dr. Pepper soft-drink, offering three bottles of Dr. Pepper for each such name. The company is merchandising its program by outfitting its delivery men with uniforms bearing a Dr. Pepper Rangers etching.

* * *

Consequences

LISTENERS to *Truth or Consequences*, program sponsored on NBC-Red by Procter & Gamble Co., Cincinnati, for Ivory soap, can send in 25c and receive a "Party Book" version of the radio game, prepared by Ralph Edwards, m.c. of the program, and published by International Press. Book contains 50 stunts to be inflicted on the player as "consequences" in addition to a list of 175 questions and answers.

* * *

Ground Plugged

NEWSPAPER advertisements were utilized by WCAU, Philadelphia, to call consumer attention to so technical a matter as a new ground system at the Newton Square, Pa., transmitting plant. Employing "the better for you to hear us" theme, display advertisements, measuring 600 lines over 4 columns, were carried in the *Philadelphia Inquirer*, morning paper, and the *Evening Bulletin*.

BROCHURES

STREET & SMITH PUBLICATIONS, Radio Division, New York—19th Century mailing piece promoting the five-minute transcription series, *Sonny Tabor, Arizona Ranger*, produced by Charles Michelson, N. Y. The brochure was designed by Wm. J. deGrouchy.

WCCO, Minneapolis — Twelve-page green folder with illustrations from the Minnesota State Fair, showing how the station demonstrated radio to 400,000 persons in ten days "to build extra loyalty in its listeners."

KMA, Shenandoah, Ia. — Six-page black and white letter-size booklet "Only Paul Bunyan Could Do This" promoting mail response, coverage map and county break-down map.

CKCL, Toronto—Mailing piece "These are the places we heard from—They heard us!" based on mail during one week in December.

WCCO, Minneapolis — Green-tinted lithograph brochure on WCCO activities and exhibitions at Minnesota State Fair.

CFQC, Saskatoon, Sask.—Illustrated souvenir guide and personnel directory, featuring new studio facilities.

WKZO, Kalamazoo, Mich.—File folder of looseleaf testimonials and merchandising descriptions.

CBS — Eight-page folder on CBS "firsts" in 1940.

Four National Sponsors Buy CBS Pacific News

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), an extensive user of spot radio, on Feb. 4 starts *Bob Garred Reporting*, on 7 CBS-Pacific stations (KNX KARM KSFO KROY KOIN KIRO KVI), Thursday, 5:45-5:55 p.m.; Saturday, 7:30-7:45 a.m. Contract is for 52 weeks, with placement through Hillman-Shane Adv. Agency, Los Angeles.

Bathasweet Corp., New York (Bathasweet), currently sponsors *Bob Garred Reporting* on 6 CBS Pacific network stations (KNX KARM KSFO KOIN KIRO KVI), Tuesday, Thursday, 7:30-7:45 a.m. (PST), with Mennen Co., Newark (shaving cream), sponsoring the program Monday, Wednesday, Friday, at the same time. H. M. Kiesewetter Adv. Agency, New York, services both accounts.

A thrice-weekly five-minute version of *Bob Garred Reporting* is sponsored by Peter Paul Inc., Naugatuck, Conn. (candy), on the same list, Monday, Wednesday, Friday, 5:45-5:55 p.m. Agency is Brisacher, Davis & Staff, San Francisco.

* * *

Window Work

USING the theme, "Selling Virginia to Virginia and the Nation", WRVA, Richmond, is promoting its coverage and mail response to programs with an ambitious display in a local hotel's main exhibit window. The display incorporates a large coverage map with photos of network and WRVA artists.

IT'S BIG!
The MAGIC CIRCLE
More people make more products, earn more wages, and get more for their crops in WBIG's Magic Circle of fifty miles, than any other like area in the southeast.
Columbia Broadcasting System affiliate.
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

Poll Claims Radio Lacks Definiteness of Purpose

STATING that "radio today lacks definiteness of purpose," Rho Alpha Delta, undergraduate radio society at New York U, released the results of its annual poll of the student body to determine radio likes and dislikes.

Arthur Godfrey, Washington radio entertainer heard on WOR, was selected as best all-round radio voice and cited for his informal morning programs; Raymond Gram Swing, MBS commentator, was best news commentator; Bob Hope, star of the *Pepsodent Show* on NBC, best comedian. News broadcasts ranked first in favorite types of programs, with symphonic music second.

According to George Peabody, president of the society, who released the results, good radio ideas are "done to death" through constant copying. "Radio has forgotten its prime purpose," he said, "which is to serve as the media for enlightenment and entertainment and in the interest of public good."

Armstrong and Yankee FM Applications Bring Total Pending at the FCC to 55

WITH RECEIPT of applications by the FCC for commercial facilities during the last fortnight from Maj. E. H. Armstrong, the inventor, and from the Yankee Network, the total number of pending FM applications has swelled to 55. Maj. Armstrong, currently operating experimental FM station, W2XMN, Alpine, N. J., has requested transmitter facilities in Alpine with studios in New York City to operate on 43.1 mc. and cover 15,610 square miles. The Yankee Network, already holding a construction permit for an FM outlet in Boston, also would be located in New York, using 46.7 mc. to cover 8,700 square miles.

In Other Cities

Other applications pending before the FCC are from Westinghouse Radio Stations Inc., already authorized in Pittsburgh, for additional FM stations in Boston, Springfield, Philadelphia and Fort Wayne. CBS, with construction permits currently held in New York and Chicago, has asked for another in Boston.

The applications to date, exclusive of those already granted construction permits [BROADCASTING, Jan. 20], are as follow (powers are shown in megacycles and coverage in square miles and regular broadcasting affiliations, if any, are indicated by standard call letters):

A. S. Abell Co., Baltimore—44.3 mc., 15,489 sq. mi.
Alexandria Broadcasting Co., Alexandria, La. (KALB)—44.7 mc., 3,025 sq. mi.
American Broadcasting Corp. of Ky., Lexington, Ky. (WLAP)—45.1 mc., 7,290 sq. mi.
John Lord Booth, Detroit (WMBC) — 44.1 mc., 6,732 sq. mi.
Commercial Radio Equipment Co., Kansas City—44.9 mc., 2,995 sq. mi.
James F. Hopkins Inc., Detroit (WJBK)—46.5 mc., 2,130 sq. mi.
Moody Bible Institute, Chicago (WMBI)—43.9 mc., 15,300 sq. mi.
Outlet Co., Providence (WJAR)—44.3 mc., 16,370 sq. mi.
Pulitzer Publishing Co., St. Louis (KSD) —43.5 mc., 6,564 sq. mi.
Standard Broadcasting Co., Los Angeles (KFVD)—45.1 mc., 1,427 sq. mi.
Star-Times Publishing Co., St. Louis (KXOK)—44.7 mc., 12,480 sq. mi.
WJR, The Goodwill Station, Detroit—43.7 mc., 14,144 sq. mi.
Echo Park Evangelistic Assn., Los Angeles (KFSG)—45.5 mc., 1,344 sq. mi.
WHFC Inc., Cicero, Ill.—46.7 mc., 11,100 sq. mi.
St. Louis University, St. Louis (WEW)—44.3 mc., 13,500 sq. mi.
Don Lee Broadcasting System, Los Angeles (KHJ)—43.5 mc., 3,080 sq. mi.
Ashland Broadcasting Co., Ashland, Ky. (WCMI)—46.1 mc., 5,119 sq. mi.
Wm. F. Maag Jr., Youngstown, O. (WFMJ)—43.5 mc., 12,304 sq. mi.
Tom M. Bryan, Miami, Fla.—44.5 mc., 2,150 sq. mi.
Earle C. Anthony Inc., Los Angeles (KFI-KECA)—44.9 mc., 1,370 sq. mi.
Central N. Y. Broadcasting Corp., Onondaga, N. Y.—46.3 mc., 8,300 sq. mi.
Amarillo Broadcasting Corp., Amarillo, Tex. (KFDA)—45.1 mc., 6,503 sq. mi.
Rockford Broadcasters Inc., Rockford, Ill. (WROK)—45.1 mc., 6,000 sq. mi.
Federated Publications Inc., Lansing, Mich.—47.1 mc., 3,820 sq. mi.
Federated Publications Inc., Battle Creek, Mich.—48.1 mc., 4,100 sq. mi.
Federated Publications Inc., Grand Rapids, Mich.—46.1 mc., 5,300 sq. mi.
Piedmont Publishing Co., Winston-Salem, N. C. (WSJS)—46.7 mc., 4,600 sq. mi.
South Bend Tribune, South Bend, Ind. (WSBT)—47.1 mc., 4,330 sq. mi.
Wodaam Corp., New York (WNEW) — 45.3 mc., 8,500 sq. mi.
Westinghouse Radio Stations Inc., Boston (WBZ)—46.5 mc., 6,652 sq. mi.
Westinghouse Radio Stations Inc., Philadelphia (KYW)—45.5 mc., 11,492 sq. mi.
Westinghouse Radio Stations Inc., Springfield, Mass. (WBZA)—48.1 mc., 2,022 sq. mi.
Westinghouse Radio Stations Inc., Fort Wayne, Ind. (WOWO-WGL)—44.9 mc., 6,150 sq. mi.
Mercer Broadcasting Co., Ewing Township, N. J.—44.7 mc., 3,200 sq. mi.
New Jersey Broadcasting Corp., Jersey City (WHOM)—47.9 mc., 8,900 sq. mi.
Pennsylvania Broadcasting Co., Philadelphia (WIP)—44.7 mc., 9,585 sq. mi.
Cherry & Webb Broadcasting Co., Providence (WPRO)—47.5 mc., 6,207 sq. mi.
Pittsburgh Radio Supply House, Pittsburgh, Pa. (WJAS)—43.9 mc., 11,488 sq. mi.
Bremer Broadcasting Corp., New York (WAAT)—47.1 mc., 8,500 sq. mi.
KOIN Inc., Portland, Ore.—44.5 mc., 8,175 sq. mi.
WFIL Broadcasting Co., Philadelphia — 45.3 mc., 10,900 sq. mi.
Head of the Lake Broadcasting Co., Superior, Wis. (WEBC)—44.5 mc., 2,754 sq. mi.
Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y. (WHAM)—45.1 mc., 2,240 sq. mi.
FM Radio Broadcasting Co., Inc., New York—48.3 mc., 8,600 sq. mi.
Columbia Broadcasting System Inc., Boston (WEEI)—44.1 mc., 16,230 sq. mi.
Gordon Gray, Winston-Salem, N. C. (WSJS)—44.1 mc., 69,400 sq. mi.
Gazette Co., Cedar Rapids, Ia.—44.7 mc., 7,400 sq. mi.
WBNX Broadcasting Co., New York — 47.5 mc., 8,730 sq. mi.
Muzak Corp., New York—44.5 mc., 4,490 sq. mi.
WOKO Inc., Albany, N. Y.—45.1 mc., 7,164 sq. mi.
Seaboard Radio Broadcasting Corp., Glenside, Pa. (WIBG)—48.3 mc., 9,600 sq. mi.
Edwin H. Armstrong, New York—43.1 mc., 15,610 sq. mi.
City of N. Y., Municipal Broadcasting Co., New York (WNYC)—46.7 mc., 3,889 sq. mi.
WJIM, Inc., Lansing, Mich.—45.1 mc., 5,341 sq. mi.
Yankee Network, New York—46.7 mc., 8,500 sq. mi.

WFMJ Television Display

WFMJ, Youngstown, O., and the *Youngstown Vindicator* have announced plans to bring the RCA portable television demonstration to the Youngstown Home Show, scheduled for March 19-24. In connection with the display the station and paper are running two contests, one to pick a local "Miss Television" who will receive an all-expense trip to New York for NBC television tests, and a *Television Talent Hunt*, with $25 in prizes. Auditions on both contests start Jan. 28 with a weekly audition broadcast on WFMJ at 8 p.m. each Tuesday.

REL

FM'S PIONEER MANUFACTURER

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

in the CONTROL ROOM

CECIL SPICER has been added to the engineering staff of WRVA, Richmond, Va. Ed Harrell, of the WRVA technical department has written a march recently submitted to Broadcast Music Inc. for publication.

HERB POWELL has been named chief engineer of WPID, Petersburg, Va., succeeding Elmo Cronk, resigned. Fred Powell has joined the WPID engineering staff.

BOB DICKINSON has been promoted to chief engineer of KBND, Bend, Ore., succeeding E. E. Lovejoy.

MAYNARD M. DUVALL and Chew McGehee Jr., have been added as control operators to the staff of WLVA, Lynchburg, Va., key station of the Tri-City Stations.

ALVIN H. BARNARD, transmitter maintenance engineer, of KGW-KEX, Portland, has accepted an appointment as radio instructor at Scott Field, Ill.

JOHN PARKER has been named chief engineer of WORL, Boston. He replaces Melvin Sickles, resigned.

TRUETT KIMZEY, technical director of Texas State Network, has been named vice-chairman of the newly chartered Dallas-Fort Worth section of the Institute of Radio Engineers. Chairman is D. A. Peterson, Dallas consulting engineer. J. R. Sullivan, of the engineering staff of WRR, Dallas, was elected secretary, and P. M. Honnell, of Southern Methodist U, treasurer.

TOIVO E. PEKONEN has joined the engineering department of WKBV, Richmond, Ind.

WOLFGANG GRUBE has joined the staff of the transcription service of WHN, New York, as a recording engineer.

GEORGE YAZELL, formerly of WBRW, Welch, W. Va., has joined WBTH, Williamson, W. Va., as chief engineer. Vernon Kaspar also has joined the WBTH engineering department. Thomas Phillips Jr. succeeds Yazell as WBRW chief engineer, and William Ugland and Shadey Bailey have joined the technical staff.

LYMAN G. SWENDSON, engineer of WCCO, Minneapolis, has been ordered to report for duty at Wright Field, O. Swendson is a lieutenant in the Signal Corps Reserve.

JOHN B. CASEY, chief engineer of KRBC, Abilene, Tex., recently married Betty Joiner.

ROBERT L. BECK, formerly operator with the local police department, has joined the engineering staff of KSCJ, Sioux City, Ia.

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

Equipment

INSTALLATION of the fixed transmitter and antenna atop one of the two 385-foot towers supporting the Philadelphia-Camden Delaware River Bridge, RCA engineers solved the problem of setting up a two-way mobile police communication system that will give dependable service over the entire length of the 1.7-mile bridge. Steel construction of the bridge absorbs radio signal energy. Dual controls are set up in the headquarters building of the Delaware River Joint Commission and in one of the toll houses; bridge patrol cars have transmitters and receivers; motorcycles are equipped with receivers and a highly directional loudspeaker is set up to direct all calls down to the spot where a foot patrolman is on duty.

WWL, New Orleans, is running final tests on its new mobile unit, according to General Manager W. H. Summerville. The unit, installed in a seven-passenger Plymouth painted in Loyola U's maroon and gold, includes complete two-table recording equipment and a 100-watt Western Electric Relay transmitter, WLOY. The unit, designed and assembled by Chief Engineer J. D. Bloom, is equipped to operate with a pack transmitter. A gas-driven generator in the back trunk offers an independent power source.

AN RCA transmitter and Wincharger tower have been ordered for the new local, WPER, in DeLand, Fla., 250 watts on 1310 kc., granted Nov. 26 to the Tropical Broadcasting Co. Paul E. Raymond, president, reports the station will go on the air the latter part of March when the Havana Treaty changes are effected.

A COLLINS 20-K transmitter and Union Metal Monotube towers, along with GE frequency monitor, RCA modulation monitor and microphones and Gates speech input, have been order for the new WALB, Albany, Ga. Manager Ed Lord reports the station will go on the air about April 1.

RCA transmitter equipment and a Lehigh tower are being installed for the new WWNY, Watertown, N. Y., 500 watts daytime on 1270 kc., which Harold B. Johnson, publisher of the Watertown *Daily Times* reports will go on the air within the next six weeks. Only staff appointment thus far is Paul H. Lee, as chief engineer, formerly with WSYR, Syracuse.

New Broadcast Center To Be Built by WFBL

WFBL, Syracuse, on Jan. 23 announced acquisition of a three-story building in downtown Syracuse which will be completely remodeled into a modern broadcasting center. To incorporate the latest technical and studio equipment, the entire second floor will be used for studios and control rooms, with the third floor housing executive and commercial departments. The building will be air-conditioned throughout, according to Samuel H. Cook, president of WFBL.

The move into the new quarters will climax a steady expansion program during the last year, marked by the purchase of additional land at the transmitter site in Collamer, N. Y., erection of a second tower and directional antenna system, and an increase from 1,000 to 5,000 watts fulltime. The station is a CBS basic station. It was founded in 1922 by Samuel Woodworth, now vice-president and general manager.

EXCLUSIVELY FOR TELEVISION is this new studio building of General Electric's W2XB, Schenectady. The exterior will look like this architect's drawing of the clubhouse now being remodeled by GE. The air-conditioned structure will provide a main studio 70 feet long, 46 feet wide and 18 feet high, occupying most of the top floor, with offices, scenery shop and heating equipment on the ground floor. Illumination for the large studio will be furnished by three-phase water-cooled mercury lights, newly developd by GE, providing 1,000 foot-candles of illumination at any point on the television stage. Another feature of the installation is a 125-foot antenna, electrically heated in the winter, to be used for relaying programs to the main transmitter, located in the nearby Helderberg mountains. The studio building should be completed by late spring or early summer, according to R. S. Peare, GE manager of broadcasting.

Latest Television Progress Is Shown During FCC Tour

DuMont, RCA, Bell Laboratories and CBS Show Projected, Color and Coaxial Transmission

PREPARATORY to receiving the progress report of the National Television Systems Committee Jan. 27, a delegation from the FCC spent Jan. 24-25 in a television tour of New York, witnessing demonstrations of the most recent television developments of Allen B. DuMont Laboratories, Bell Telephone Laboratories, CBS and RCA.

Eight FCC officials participated in the tour: Chairman James Lawrence Fly; Commissioners Case and Walker; E. K. Jett, chief engineer; A. D. Ring, assistant chief engineer; William H. Bauer, head attorney; Nathan David, of the legal staff; George Gillingham, director of information.

DuMont Images

The DuMont demonstrations, first on the list, consisted of transmission of 625-line images at 15 frames a second, using the driven synchronization system developed by DuMont engineers, which it is claimed permits reception of images of definitions varying from 200 to 800 lines without causing obsolescence of receiving equipment through changes in transmission standards.

Images were received on DuMont receivers with 20-inch viewing screens, utilizing the new time-delayed reception tubes developed by DuMont to overcome the previously objectionable flicker resulting from transmission at 15 frames a second. A motion picture, specially taken at 15 frames per second, was shown to demonstrate alleged fallacy in statements that rapid motions would produce blurs unless pictured more rapidly than this speed.

A pickup from Camp Upton, 68 miles from New York, transmitted to the New Yorker Theatre and reproduced on a screen 20 x 15 feet, was demonstrated by RCA following a luncheon at the RCA Bldg. at which the visitors were shown multiplexed facsimile and FM sound broadcasting and RCA's new large-screen home receiver. This instrument, with a screen 18 x 13½ inches, uses a new five-inch projection kinescope. The picture appearing on the flat side of the tube is enlarged by means of a coated lens and projected to a mirror on the underside of the uptilted cabinet lid, from where it is reflected to the translucent viewing screen.

The scenes from Camp Upton were brought to New York by RCA's automatic radio relay system, comprising a series of unattended relay stations which "bounce" the pictures across the country without aid of wires. Inside the top of each tower is a new horn antenna, sharply directional in reception and transmission of the ultra-short waves, with the automatic amplifying and relaying apparatus located in the base of the tower.

For the demonstration, the pictures were picked up by the NBC mobile television unit at the camp and sent from there to Hauppauge, 17 miles away, on the 165 mc. channel. The relay station at Hauppauge intercepted the signals and retransmitted them on 474 mc. to Bellmore. 23 miles distant. Here the picture impulses were again amplified and sent, on 506 mc., to New York, 28 miles. Picked up by two horn antennas directed at Bellmore and located on the 62d floor of the RCA Bldg., the impulses were then fed into the television sets in Radio City and also sent by special wire line to the theatre. Pictures were of 441-line definition, 30 frames.

RCA's Projector

Instead of the rear-screen projection method utilized by Scophony for its large-screen television system for theatres [BROADCASTING, Jan. 20], the RCA theatre pictures are projected from a steel-barreled projector set up at the edge of the balcony 60 feet in front of the screen. Beside the projector are control desks with knobs enabling the operators to regulate the sharpness, brightness, contrast and size of the images. The theatre installation also includes the power supply unit, a conventional high-voltage rectifier rated at 60,000 volts, and the optical unit.

This latter comprises three parts: A kinescope like that in a home receiver except that it is made to handle high voltages, which faces away from the stage, pointing the image at a concave reflecting mirror, 30 inches in diameter, which reflects the picture into a correcting lens which focusses it on the screen with a magnification of 45 times.

Sound controls, mounted in a separate console near the picture control desk, are linked to the speakers in the auditorium and are connected with the NBC studios and the central radio receiving point. There are also lines used by the sound control men for cueing the program.

In the RCA demonstration of multiplexed facsimile and sound, a single frequency-modulated ultra-shortwave channel was used to perform two services simultaneously.

(*Continued on page 49*)

Don't wait for the
INTERNATIONAL HIGHWAY
to reach Alaska. Use

610 K.C.
1000 Watts

KFAR

FAIRBANKS
ALASKA

covering

• Americas most rapidly expanding market

Rep.—G. A. WELLINGTON • 1011 American Bank Bldg., Seattle

DISC PLACEMENTS FOR 'ORPHAN ANNIE'

QUAKER OATS Co., Chicago (Puffed Wheat and Puffed Rice) on Feb. 27 starts *Orphan Annie* as a five-weekly transcribed serial on 32 stations. *Orphan Annie*, originally owned by the *Chicago Tribune*, which still maintains the rights for the newspaper serial, is now controlled by Transamerican, from which company Ruthrauff & Ryan, Chicago, the agency placing the business. obtained the rights.

Although the initial contracts are for 13 weeks, it is expected the series will run for a minimum of 26 weeks. Before leaving the air approximately six months ago, *Orphan Annie* was heard 9½ consecutive years on NBC-Red under the sponsorship of the Wander Co., Chicago (Ovaltine). Janice Guilbert, a newcomer to the program, will portray "Annie."

As BROADCASTING went to press, the following 21 stations had been selected: WKRC, Cincinnati; WTCN, Minneapolis; WHO, Des Moines; WFAA, Dallas; KXOK, St. Louis; KHJ. Los Angeles; KFRC, San Francisco; WBAL, Baltimore; WGN, Chicago; WHB, Kansas City; WHAM, Rochester; KDKA, Pittsburgh; WOR. Newark; KPMC, Bakersfield, Cal.; KTKC, Visalia, Cal.; KGB, San Diego; WGBI, Scranton; WIRE, Indianapolis; WAOV, Vincennes, Ind.; WBZ, Boston; WFIL, Philadelphia.

ASCAP War Nearly Won

(*Continued from page 9*)

organization, flanked by NAB and the networks, resulted in a threatened boycott of ASCAP music in contravention of the statutes.

Under the prescribed procedure, the Government will file a civil suit against BMI in the Federal District Court in Milwaukee. This presumably will be done by Mr. Waters. Mr. Kaye or Mr. Goldmark, as counsel for BMI, is expected to file on the same day BMI's answer to the suit. Then the Government and BMI jointly would ask the court to enter the consent decree, terminating the litigation by stipulation.

The Government is not expected to file its criminal information against ASCAP at that time. Presumably it desires to clear up the BMI situation first. Obviously, the same decree entered into by BMI will be available to ASCAP, should it decide to settle out of court. But if it does not agree on that move, then, according to the Attorney General's original announcement and to repeated utterances of Mr. Arnold, actual criminal action will be instituted against ASCAP.

Such a decree would affect ASCAP far more drastically than BMI. Because ASCAP acts as the exclusive licensing agent for the cream of the writers and publishers, it would be forced, under any decree entered, to dissolve that relationship in its entirety. This would involve a cellar-to-weather vane reorganization of Buck-Mills-Paine Ltd.

The final decision to accept the Government decree, without further alteration, was reached at the BMI board meeting in New York Jan. 21 with counsel for the various interests represented. Present at the meeting were NAB President Neville Miller, CBS Executive Vice-President Edward Klauber; NBC President Niles Trammell; Theodore C. Streibert, vice-president of WOR-MBS; John Shepard 3d, president, Yankee Network; Paul W. Morency, WTIC, Hartford; Walter J. Damm, WTMJ, Milwaukee; John Elmer, WCBM, Baltimore, all directors.

Also present were Mr. Kaye, M. E. Tompkins, vice-president and general manager of BMI, and Mefford R. Runyon, CBS stations vice-president. Among the attorneys sitting in were Mr. Goldmark, A. L. Ashby, NBC vice-president and general counsel; Albert E. Connelley, for NBC; Louis G. Caldwell, for MBS; Stuart Sprague, for NAB-BMI; Joseph H. Ream, CBS general attorney.

Likely Provisions

Terms of the decree itself will not be divulged until approved by the Milwaukee court. Main features of the stipulated settlement, however, can be gleaned from past expressions relating to the conversations of both ASCAP and BMI attorneys with Anti-Trust Division attorneys. It is logical to assume they will provide:

1. That the decree will be conditional and will not become effective in any sense until three months after ASCAP either signs a decree itself, or is forced to reorganize by virtue of a criminal anti-trust decision against it.

2. That, once it reorganizes, BMI will be enjoined from assessing license fees on a percentage of station income, unless it also offers its music on a "per program" basis with special provisions for commercial and sustaining programs. When a blanket license, percentage-wise or on some other basis, is issued it must have some applicable business relationship to the measured service basis.

3. Definite restrictions on exclusive contracts of licensing group with the copyright owner or publisher. This would prevent the banding together on an exclusive basis (such as now exists in ASCAP) of catalogs which would be available only from that source on a bulk purchase basis. In other words each copyright owner would be required to place a per piece, per program or per catalog price on his music. But he also could permit it to be licensed by the "pool", thus making for free competition.

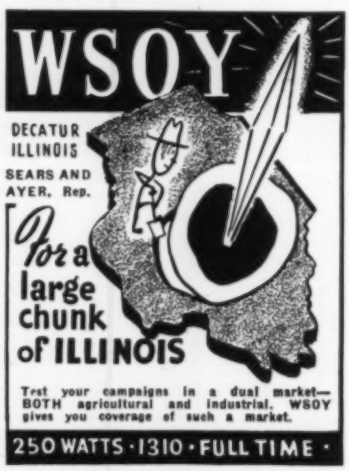
4. Imposition of clearance at the source by the networks at least nine months after the "free competition" provisions are introduced, or within a year after ASCAP is brought in line. Under this provision, the networks would have to re-negotiate contracts with their affiliates so they would absorb a proper share of the music cost thus incurred. It was this provision that proved rather provocative in the industry discussions.

Restrictions Banned

5. Requirement that BMI shall not discriminate between users similarly situated, though it may take into its purview situations based on applicable business factor.

6. Banning of restrictions on compositions, particularly so it will not work as a detriment to transcription companies, which under existing ASCAP practices are forced to pay two royalties, with the Music Publishers Protective Assn. as well as ASCAP (through the stations) getting tribute.

The Government seeks to induce competition in music. By requiring operations under which users will not be forced to pay royalties on incomes derived from programs not using music of the particular copyright owner, it feels this major objective can be obtained. In specifying alternative licensing arrangements, it apparently is felt that the blanket fee, admittedly the easiest to administer, cannot be employed to thwart the effort to introduce per piece on per program payments. By the same token it was concluded that clearance at the source is a fundamental consideration.



Hollihan to Erwin, Wasey

GARRETT HOLLIHAN, since 1936 continuity director and script department head of the Worl Broadcasting System, New Yor on Feb. 1 assumes the radio direc torship of Erwin, Wasey & Co. Chicago. Mr. Hollihan entered ra dio in 1929 as sales manager o the old WPAW, Pawtucket, R. I now WPRO, Providence. He late joined the production departmen of BBDO, New York, and fro 1932 to 1936 was associated wi the Alfred Rooney & Co. agenc

Sheaffer Pen's Campaign

W. A. SHEAFFER PEN Co., Fo Madison, Ia., the first week i February starts an eight-week cam paign of five weekly station-broa announcements in approximately markets. Most of the announc ments will be placed in Class time. Agency is Russell M. See Co., Chicago.

Network Accounts

All time EST unless otherwise indicated.

New Business

GOVERNMENT OF BRAZIL, on Jan. 26 started *The Facts in the News* on 45 NBC-Blue stations, Sun., 7:30-7:45 p.m. Agency: Campbell-Ewald Co. of New York.

DR. E. W. KENYON, Los Angeles (religious), on Jan. 5 started for 52 weeks, *Faith Builder*, on 31 Pacific Coast Don Lee stations, Sun., 8:30-9 p.m. (PST). Direct.

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), on Feb 4 starts for 52 weeks *Bob Garred Reporting* on 7 CBS Pacific Coast stations (KNX KARM KSFO KROY KOIN KIRO KVI), Thurs., 5:45-5:55 pm.; Sat., 7:30-7:45 a.m. Agency: Hillman-Shane Adv. Agency, Los Angeles.

Renewal Accounts

GOSPEL BROADCASTING Assn., Los Angeles (religious), on Jan. 29 renews for 52 weeks *Old Fashioned Revival Hour* on 110 MBS stations, Sun., 9-10 p.m. (EST). Agency: R. H. Alber Co., Los Angeles

Network Changes

BISODOL Co., Jersey City, on Jan. 28 adds 5 Michigan Network stations to *Mr. Keen, Tracer of Lost Persons*, making a total of 42 NBC-Blue stations, Tues., Wed., Thurs., 7:15-7:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (aspirin), on Feb. 2 adds 31 CBC stations to *American Album of Familiar Music* now on 69 NBC-Red stations, Sun., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CHAS. H. PHILLIPS CHEMICAL Co., New York (milk of magnesia), on Jan. 26 added 31 CBC stations to *Waltz Time*, now on 61 NBC-Red stations, Fri., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CARNATION Co., Milwaukee, on Jan. 5 added WAML, Laurel, Miss. and WFOR, Hattiesburg, Miss. to *Contented Hour* making a total of 58 NBC-Red stations, Mon., 10-10:30 p.m. Agency: Erwin, Wasey & Co., Chicago.

DR. MILES CALIFORNIA Co., Los Angeles (Alka Seltzer), on Jan. 18 added Sat., Sun., to evening schedule of Alka Seltzer *Newspaper of the Air*, on 31 Pacifific Coast Don Lee stations. Mon., thru Fri., 9-9:15 p.m. (PST). On Jan. 4 started for 52 weeks *Alka Seltzer News* on 31 Don Lee stations, Sat., Sun., 10-10:15 a.m. (PST). Agency: Associated Adv. Agency, Los Angeles.

A MAN'S HOME IS HIS CASTLE—

917 NEW HOMES were built in Shreveport during 1940! That's $3,000,000 worth of CONFIDENCE invested in the *present* and *future* of the great Shreveport market!

50,000 Watts

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co

CBS

Shreveport Louisiana

Two Philippine Stations Now Affiliates of NBC

TWO Philippine Islands stations joined NBC as affiliates, effective immediately. They are KZRH, Manila, operating with 10,000 watts on 710 kc., and KZRC, Cebu, operating with 250 watts on 1200 kc. The stations will be available on a point-to-point basis at $440 an hour or on a delayed broadcast basis at $180 an hour. Both stations are owned by Heacock Co., department store operator.

WHDL, Olean, N. Y., on Feb. 1 joins NBC as a bonus Blue station available with WJTN, Jamestown, N. Y.

WGBF, Evansville, Ind., and WBOW, Terre Haute, Ind., on Feb. 15 will be available as supplementary stations on NBC Basic Red or Blue on a two-station package basis only at $160 an evening hour.

New Schubert Pool

(*Continued from page 9*)

basis". Milton Weinberger, of Klein & Weinberger, counsel for the Society, said that details were still being worked out, but the basis will probably be a per-program arrangement.

Walter W. Clark, formerly president of the Southern Music Co. and general manager of Music Publishers Holding Corp., is general manager in charge of the copyright division of the Society. Headquarters will be at 236 West 44th St., the location of the Shubert offices, with branches in Boston, Chicago, Philadelphia, Cincinnati and Los Angeles.

To "Defeat" Monopoly

"The new organization," Mr. Shubert said, "will defeat monopolistic practices and other unfavorable conditions that the current broadcasting-song writers' war is bringing to light. Nor will the new organization pay tribute to music pubilshers who contribute substantially nothing to radio and who neither supply the genius nor inspiration for the writing of musical compositions, nor risk the many thousands invested by theatrical producers in making such music possible.

"The bulk of popular music was first presented on a theater stage by a producer who had invested from $50,000 to $150,000 in staging a musical show. The producer has been ignored in the past, while the publisher, who invested only a few paltry dollars in printing sheet music, received the lion's share. It is the aim of those of us who have made possible the popularity of current music to regain control of its income."

New WTAD Plant Ready

CONSTRUCTION work on the new 1 kw. Collins transmitter plant of WTAD, Quincy, Ill., has been completed, and the station will start operating with its new facilities before the end of this month. The plant, together with two 270-foot self-supporting towers, cost nearly $50,000. On the day it starts operating with its new facilities WTAD will join CBS as a basic supplementary outlet.

Television Progress

(*Continued from page 47*)

Microphones and a facsimile scanner in the RCA Bldg. were connected by wires to the FM transmitter in the Empire State Bldg., where they were combined and broadcast. A receiver at Radio City unscrambled the sound and pictures by a system of electrical filters which fed the sound into a loudspeaker and the facsimile signal into a receiver which reproduced the printed matter, maps, etc.

Bell Labs. and CBS

The demonstrations of the Bell Telephone Laboratories and CBS were to a large extent duplicates of those given for the Institute of Radio Engineers [BROADCASTING, Jan. 13, 20]. Bell Laboratories showed pictures transmitted over a coaxial cable loop 190 miles long with no loss in clarity or detail when contrasted with the same pictures transmitted from studio to studio in the same building. CBS demonstrated its direct pickup of color television, which it states includes 11 new steps perfected since the FCC witnessed the CBS demonstration of color television with film about four months ago.

These 11 steps are listed by CBS as follows: (1) Live pickup; (2) no color breakup; (3) amount of light needed not as great as before; (4) colors faithfully reproduced, eliminating the need for special makeup; (5) color television reception in a small, compact table model receiver; (6) synchronization system that obviates need for transmitter and receiver having same power supply; (7) colors put into phase with push-button on receiver (8) cool fluorescent lighting eliminating perspiration problem; (9) noise in color disc eliminated, so it is now neither seen nor heard; (10) special 24-frame scanner takes any type of 16-mm. film; (11) system for fading one scene into another or superimposing one on the other. Such developments as these, says CBS, indicate that color television is about ready to step out of the laboratory and into actual program use.

Rockwood & Co. Places Women's Program Spots

ROCKWOOD & Co., Brooklyn, since the first of this year has been conducting an intensive campaign of thrice-weekly participation on women's programs on a group of stations in the interests of Bits, semi-sweet chocolate squares.

Current programs and stations include *Bessie Beatty* on WOR, Newark; *Sally Work*, WBEN, Buffalo; *Norma Young*, KHJ, Los Angeles; *Beatrice Chandler*, KNX, Los Angeles; *Fashion and Thrift*, WTAR, Norfolk; announcements, WSOC, Charlotte, and WAPI, Birmingham; *Home Forum*, WRC, Washington; participations on the *Yankee News*, Yankee Network. On Feb. 4, the company plans to add three spots weekly on KFEL, Denver, and additional women's programs are under consideration for later in the year. Agency is Federal Adv. Agency, New York.

NETWORKS TO DROP SALES STATEMENTS

ALTHOUGH no official statements have been issued on the matter, the trade press has been informally told by NBC and CBS that no more monthly billing statements will be issued. MBS, on the other hand, intends to continue releasing its monthly gross time sales figures as in the past.

Move by CBS and NBC is said to be in accord with the industry plan developed by Paul Peter, research director of the NAB, which would report all time sales, both for the networks and the individual stations, on a station-hour basis which would serve as a measuring stick comparable to newspaper linage figures. Such figures, it is felt, would give a picture of the industry's volume of business adequate for normal purposes, without encouraging unions and other groups to look on radio as an inexhaustible source of revenue, which feeling the publication of gross dollar figures is said to foster.

Two years ago the networks attempted to withhold these monthly time sales from the trade press, but continued making them available to agencies and advertisers, both directly and through Publishers Information Bureau. This halfway measure proved extremely unsatisfactory and was dropped within a few months. This time, it is understood, NBC and CBS have agreed to withhold the figures completely.

Since Dec. 1st

These Important Advertisers Have Added WLAW to Their Radio Schedule.

- LIPTON'S TEA
- PHILIP MORRIS CIGARETTES
- SPRY
- NATIONAL DAIRY
- WONDER BREAD
- ANDY BOY PRODUCTS
- GULF REFINING CO.
- LUCKY STRIKE CIGARETTES
- RINSO
- BULOVA WATCH
- WARD BAKING CO.
- MARLIN BLADES
- STATLER TISSUE
- MUTUAL SAVINGS BANKS OF MASS.
- PHILADELPHIA & READING COAL

Why Not Be Next on this List?

WLAW

LAWRENCE, MASS.

C.B.S. Affiliate

Senate Investigation of Radio Deemed Unlikely This Session

Committee Not Expected to Have Funds Available; President Expected to Act Soon on FCC Post

INDICATIONS of a Senatorial investigation of radio, looking toward writing of a new law at this session of Congress, apparently have been almost dispelled. A combination of factors, all directly ascribable to the President's lend-lease program for Great Britain, are responsible for the sudden deflation of the radio legislative move.

It is now regarded as likely that President Roosevelt will soon fill the FCC vacancy created by the departure of Col. Thad H. Brown late last year. There are a dozen candidates for the post, with three Western prospects appearing high in the running.

Wheeler's Stand

When the last session adjourned in December it was generally reported in Senatorial circles that legislation to revamp the FCC would be introduced, probably backed by the Administration and by Senator Wallace H. White Jr. (R-Me.), radio leader of the upper house.

Since then, however, Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee in which radio legislation originates, has broken with President Roosevelt on the British aid program. This clash has been of such a serious nature that Administration forces are not disposed to give the Senate Interstate Commerce Committee any funds for investigatorial purposes, apparently fearful that Senator Wheeler might use them to further his opposition to the British aid program.

In some quarters it had been expected that Senator Wheeler might attempt an investigation of radio using as the vehicle his bill to investigate foreign patent holdings in American companies, including communications. He had sought a $100,000 appropriation out of the contingent fund of the Senate for this inquiry.

In responsible quarters it is now reported that Senator Byrnes (D-S. C.), chairman of the Senate Audit & Control Committee, is not disposed to have his committee authorize this fund or any other fund for an investigation which might be conducted by the Interstate Commerce Committee. Moreover, it is understood that Senator Wheeler feels that in these times, with defense matters foremost in the minds of legislators and the public, any effort to write new radio legislation might result in a measure geared toward war standards which would be unduly stringent during normal times.

It is now felt there is very little chance of a change in the law at this session. Some sensational development, such as recommendations for additional power for the FCC as a result of its network monopoly investigation, or possibly some war measure, might precipitate an investigation, but even this is not foreseen at the current writing.

Brown Vacancy

President Roosevelt at a press conference Jan. 17 indicated that he shortly would begin consideration of candidates for the Brown vacancy. With four Democrats already on the FCC, the new appointee must be a non-Democrat—probably a Republican, as was Col. Brown. Because the West is not represented on the seven-man FCC, western political figures are urging the appointment of someone from the area. Foremost among those candidates now are Dr. Arthur G. Crane, president of the University of Wyoming, a pioneer in the radio education field; Ray C. Wakefield, of the California Railroad Commission, who has a public utility common carrier background, and Judge James B. Kinne, of Seattle, the latter supported by Senator Homer T. Bone (D-Wash.). Also previously mentioned from the West was former Judge John C. Kendall, attorney, of Portland, Ore.

Among other names heard, and having support, are Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission; former Rep. William J. Miller, Connecticut Republican, and former Gov. R. L. Cochran of Nebraska, a Democrat.

There also has been conversation about a possible double appointment, in the light of the forthcoming expiration of the term of Commissioner F. I. Thompson, Alabama Democrat. Named to fill the unexpired term of Judge E. O. Sykes who retired in 1939, Mr. Thompson's term ends June 30.

Unconfirmed reports were current that he might be named to another Governmental agency, thus making possible two appointments by the President. In such an event the name of G. W. Johnstone, radio director of the Democratic National Committee and former public relations chief of NBC and WOR-MBS, is mentioned. While he could not qualify for the Brown vacancy since he is a Democrat, a shift of FCC personnel which would open a Democratic place on the FCC would make this possible.

Senator White was represented as still engrossed in the task of drafting a bill to reorganize the FCC, designed to serve as the basis for an investigation. Whether he plans to introduce the measure promptly, in the light of the confused legislative outlook, remains problematical.

HARDBOILED Army officer in the forthcoming movie, March of Time's "Arms & the Men", is big-hearted Big Brother Bob Emery, of WOR, New York, who conducts the *Rainbow House* program. This scene from the film finds Bob (left) questioning an uncomfortable recruit.

Army Plans to Appoint Defense Group Members

TO COMPLETE personnel of an emergency advisory council, Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer of the Army, plans to appoint several high-ranking engineering executives in the broadcasting industry. The selection will be by invitation of the Chief Signal Officer rather than through consideration of applications. It is expected the appointments will be made from the industry—probably with one representative each from the three major networks.

The advisory council has been created to aid the Chief Signal Officer in the event of war or extreme emergency. All present members, representing the various communications fields and the motion picture industry, hold commissions in the Army Signal Corps Reserve. David Sarnoff, RCA president and chairman of the Board of NBC, is a senior member as communications representative.

FTC Actions

WARWICK & LEGLER, New York advertising agency, has stipulated with the Federal Trade Commission to cease certain advertising representations for Tangee Lipstick and Theatrical Lipstick in behalf of George W. Luft Co., Long Island City, N. Y., according to a Jan. 20 FTC announcement. Other stipulations have been received from Union Oil Co. of California, Los Angeles, concerning advertising representations for Triton Motor Oil; Chasers Inc., New York, for Chasers breath lozenges. The FTC also has entered a complaint against J. H. Camp as Drug Profits Inc., Ravenswood, W. Va., alleging misrepresentations in radio advertising for Phalene and Burtone. Responding to a previous FTC complaint, C. Kreuger Brewing Co., Newark, N. J., has filed an answer making a general denial of all charges except certain of the facts about ingredients of Ambassador Beer. Hearings are to be held subsequently.

BIG NET FOR TEXAS FOOTBALL

High School Championship Games Placed by Magnolia Petroleum Co. on Hookup of 33 Stations

DOWN TEXAS way they like to tell about the composite, fictitious Texas steer, representing all the Texas steers rolled into one, who munches grass in the Texas Panhandle and whose tail flicks flies off the native south of Buenos Aires. If there is anything a Texan likes better than to talk about the size of his State, it's to do something bigger and better than the rest of the world does it. And that goes for football broadcasts, as well as steers and ten-gallon hats.

And How It Grew

Six years ago Sid Dunken, advertising manager of Magnolia Petroleum Co., got the idea that something ought to be done about broadcasting the high school championship football games. Texas is so big that the high schools are divided into 16 districts. The teams in these 16 districts block, hack and bump each other from September to December to decide the champs in each district. Then the district champions meet in a series of bi-district playoffs to determine the state champion.

It was these last seven Sectional Championship Games that Sid Dunken had his eye on—four games in the quarter-finals, two games in the semi-finals and then the final big championship game. The first broadcast in 1935 was carried over six Texas stations. The next year, 14 stations participated. The broadcasts proved so popular with the public and Magnolia Dealers, that each year since more stations have been added until the final championship Dec. 28, 1940, reached a high total of 33 stations, blanketing the State from El Paso in the West to Texarkana in the East and from Pampa in the North Panhandle to Weslaco in the Rio Grande Valley.

Arranging for lines and station time was no little job. Thinking in terms of the famed Texas steer, somebody has figured out that a total of 2,240 miles of lines were used, which if laid end to end would reach from New York City almost to Reno. The entire deal was negotiated by Ratcliffe Adv. Agency, Dallas, and Clyde Rembert, KRLD, Dallas.

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

Air Commentators Get Congress Ire

RADIO commentators drew passing fire in Congress in mid-January when Representatives Hinshaw (R-Cal.), Thill (R-Wis.) and Geyer (D-Cal) took issue with the propriety of sponsored news commentators to "spread propaganda," whether it be slanted patriotically or otherwise. Citing a complaint of a constituent against H. V. Kaltenborn's alleged "unneutral attitude," Rep. Hinshaw declared to the House:

"It seems to me that paid broadcasters should restrain themselves or else be restrained within the limits of impartial presentation of facts. In these times, when, above all, we here need to be clear-headed and the mass of people in our country need to be clear-headed, it would seem that paid news broadcasters and commentators should take special pains to eliminate all aspects of propaganda and confine themselves to facts impartially told."

Creating "Psychoses"

Pursuing the same idea, Rep. Thill maintained the public today was "suffering" because of radio commentators providing "a steady verbal bombardment of war news which must be creating various psychoses."

Rep. Geyer's attack was leveled exclusively at W. J. Cameron, commentator on the *Ford Sunday Evening Hour*. Citing "documentary proof" that Mr. Cameron did not become a United States citizen until 1935 and had testified falsely under oath, meantime engaging in "subversive activities" and propaganda, Rep. Geyer on Jan. 21 introduced a resolution (HRes 74) requesting the Attorney General to investigate the facts and circumstances connected with the granting of citizenship to Mr. Cameron. The resolution was referred to the House Committee on Immigration & Naturalization.

AIR RAID SPOTTERS

Stations, Networks Join in Army Maneuvers

DURING the four-day air-raid test, Jan. 21-24, conducted by the Army Air Corps as practice for the newly organized volunteer civilian "spotters," several broadcasts were presented to give listeners in the four-state area an idea of the experiment. WOR, Newark, presented three programs during the four-day period, one during the actual event and two with Major General James E. Chaney of the Army Air Defense giving a summary of the maneuvers.

On Jan. 23, WEAF, New York, presented a quarter-hour description of a tour of New York's "observation" centers, and on Jan. 24, CBS broadcast a critique of the test by Lieut. Col. Paul S. Edwards, recently returned from London, where he saw air-raid precaution methods under actual conditions. WMEX, Boston, also carried station break announcements of special code phrases to warn air raid wardens of "an airplane attack" as part of the test.

Johnson Revives Anti-Advertising Bill; Action on Copyright Treaty Possible

APART from appointments of new committee members, there was little action along the radio front in Congress during the last week. Possibility of some action in the Senate on ratifying the international copyright treaty, which has been popping up regularly for a decade, was indicated in view of strong recommendations for action in the report of the Senate Foreign Relations Committee. The treaty has been placed on the Senate calendar, but no indication has been made as to when it might be considered.

On the legislative side, Senator Johnson (D-Col.) on Jan. 23 reintroduced his bill (S-517) prohibiting alcoholic beverage advertising via radio. The revived proposal is essentially identical with the measure stymied during the 76th Congress, and Senator Johnson has indicated to BROADCASTING that he intends to press for action at this session.

In the House two bills have been introduced covering the practice of law before Federal agencies—one (HR-2526) by Rep. Walter (D-Pa.) providing that any lawyer qualified to practice in his own State may practice before a Federal administrative agency without special authorization from that agency; another (HR-605) by Rep. O'Toole (D-N. Y.) requiring licensing of lawyers practicing before Government agencies.

Committee Shifts

Although several changes were made in membership of four of the five committees handling radio legislation — Interstate Commerce, Commerce and Patents in the Senate, and Interstate & Foreign Commerce and Patents in the House—no changes were made in committee chairmanships.

Three new Democratic members and one Republican were appointed to the 21-member Senate Interstate Commerce Committee, headed by Senator Wheeler (D-Mont.). The new Democratic members include D. Worth Clark, of Idaho; James M. Tunnell, Delaware, formerly a lawyer and banker; Ernest W. McFarland, Arizona, lawyer. The new Republican member, representing an increase in Republican membership on the committee to seven, is C. Wayland Brooks, Illinois, a lawyer. Former Democratic members not returning this session are Matthew M. Neely, now Governor of West Virginia; Sherman Minton, now a White House Presidential assistant; the late Ernest Lundeen, Minnesota Farmer-Laborite.

The two new Democratic members of the 20-man Senate Commerce Committee, headed by Senator Bailey (D-N. C.), are Prentiss W. Brown, Michigan; Mon C. Wallgren, Washington. They succeed Vic Donahey, Ohio, who retired with the last session, and James M. Slattery, Illinois, defeated for re-election by Senator Brooks. The two new members of the Republican minority on the committee are Ralph O. Brewster, former Representative from Maine, and Harold H. Burton, Ohio, former mayor of Cleveland.

No change was effected in the membership of the Senate Patents Committee, headed by Senator Bone (D-Wash.) .

House Committee

Two members were named to fill vacancies on both the Democratic and Republican representation on the House Interstate & Foreign Commerce Committee, headed by Rep. Lea (D-Cal.). Representatives Tenerowicz, of Michigan, and Sanders, Louisiana, were added to the Democratic membership of the 25-man committee, and Representatives Simpson, Pennsylvania, and Paddock, Illinois, to the Republican.

On the House Patents Committee, headed by Rep. Kramer (D-Cal.), four new Democratic members were added, along with four Republican members. The Democratic appointees are Representatives Bankhead, of Alabama; Plauche, of Louisiana; Fogarty, Rhode Island; Harris, of Arkansas. The Republicans are Representatives Scott of Pennsylvania; Stevenson, Wisconsin; Simpson, New York; Heidinger, Illinois.

Radio Award Academy Proposed by DeMille

CECIL B. DeMILLE, Hollywood film producer and director of the weekly CBS *Lux Radio Theatre*, sponsored by Lever Bros. Co. (Lux), has launched a movement for an Academy of Radio Arts and Sciences, similar to that fostered by the motion picture industry. The Academy would encourage artistic and technical achievements in radio and sponsor annual awards.

He will ask cooperation of network heads and prominent radio talent such as Kate Smith, Helen Hayes, Gracie Allen, George Burns, Fred Allen, Edward G. Robinson, Jack Benny, Bob Hope and others. DeMille suggests that awards be given for the best original script; best adaptation of a play or motion picture to radio; consistently best productions; best performances by an actress and actor; and most valuable achievement in the technical field.

School's Brief Test

INDUSTRIAL TRAINING Institute, Chicago, through Vanderbie & Rubens, Chicago, on Jan. 13 started a two-week test campaign using daily quarter-hour local programs on WCAR, Pontiac, Mich., and WDZ, Tuscola, Ill. If test is successful campaign will be expanded. Sponsor on Jan. 7 started a 26-week campaign featuring a *Thesaurus* program on KPO, San Francisco, through James R. Lunke & Associates, Seattle.

WNBF

Binghamton, N. Y.

for the first time in the history of broadcasting offers national advertisers

A GUARANTEED RADIO AUDIENCE!*

•

WNBF, Binghamton, gives you radio's latest development—A GUARANTEED AUDIENCE*—for any period day or night

•

For maximum sales results in the ideal test market of the United States, WNBF offers a truly great radio value to advertisers—

A GUARANTEED AUDIENCE*

•

For further details, call any John Blair man today or write Columbia's affiliate, WNBF, Binghamton, N. Y.

*Spot or network.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JANUARY 18 TO JANUARY 24, INCLUSIVE

Decisions . . .

JANUARY 22

NEW, Farnsworth Television & Radio Corp., Fort Wayne, Inc.—Granted CP new experimental television station 66-72 mc 1 kw aural and visual A3, A5.

KGW, Portland, Ore.—Granted CP directional antenna N & D increase from 1 to 5 kw 620 kc.

WSUN, St. Petersburg, Fla.—Granted modification license from specified hours to unlimited 620 kc 5 kw directional N (facilities of WFLA).

WBZ, Boston—Granted reinstatement CP new transmitter directional antenna N & D, move transmitter.

WMAZ, Macon, Ga.—Granted modification license from limited-KOB to unlimited and from 1 kw 5 kw LS to 5 kw D 1 kw KS to LS at KOB and 250 w after sunset KOB.

KWLC, Decorah, Ia.—Granted CP change from 1270 to 1210 kc increase D only Sh.-KGCA to D, increase from 100 to 250 w, new transmitter.

WTMA, Charleston, S. C.—Granted CP move transmitter, new equipment, directional N, change from 1210 kc 250 w to 1220 kc 1 kw unl.

WEBC, Duluth—Granted CP increase N from 1 to 5 kw, directional N 5 kw D 1290 kc.

WJAS, Pittsburgh—Granted CP directional N, increase N from 1 to 5 kw, 5 kw D 1290 kc.

SET FOR HEARING—WLAK, Lakeland, Fla., transfer control to Tribune Co.; NEW, Granite District Radio Broadcasting Co., Murray, Utah, CP new station 1500 kc 250 w unl.; WSOY, Decatur, Ill., CP move transmitter, change equipment, change to 1290 kc 1 kw N 5 kw D directional N; KSFO, San Francisco, CP change to 740 kc 50 kw etc.; KWBG, Hutchinson, Kan., transfer control to O. L. Taylor, William Wyse, Wesley E. Brown.

MISCELLANEOUS — WKGA, Tampa, Fla., call letters WFLA formerly used by Florida West Coast Broadcasting Co. assigned to Tribune Co. station replacing WKGA, heretofore authorized, under grant of modification license for WSUN, WFLA facilities were granted WSUN; KLPM, Minot, N. D., adopted order withholding action on rehearing petition filed by KCRC, directed against FCC action 10-22-40 granting KLPM application increase power etc., and withholding action on KCRC application for CP for 30 days pending amended plan for directional antenna etc.; WTJS, Jackson, Tenn., adopted order withholding action on WFBL and KCRC rehearing petitions, and withholding action on KCRC application for CP pending filing of amended antenna plan; NEW, Community Broadcasting Co., Wheeling, granted request of WBLK to withdraw rehearing petition against action of 11-26-40 granting new station; WWRL, Woodside, Long Island, extended effective date of Provision 3 of order of 12-5-38 until 60 days from 1-22-41, thus continuing temporary authority to operate during hours formerly used by WMBQ; WCSC, Charleston, S. C., adopted order denying joint petition for reconsideration and grant without hearing filed by Liberty Life Insurance Co., transferor, and John M. Rivers, transferee, for transfer of control; KWBG, Hutchinson, Kan., denied modification CP authorization change equipment etc., for extension of completion date on ground licensee is not financially able to carry out terms of CP; Tribune Co., Tampa, Fla., petition for partial removal of condition in CP; for grant of WSUN application for modification of license; for grant of transfer of control of WLAK from individual stockholders to Tribune Co.; and for assignment of call letters WFLA instead of WKGA to new Tribune Co. station in Tampa—all denied except as to request for grant of WSUN application and except as to request for change in call letters; granted as to these matters only; WRUL, Scituate, Mass., granted license for CP increase power from 20 to 50 kw, change equipment.

WTMC, Ocala, Fla.; WDLP, Panama City, Fla.—Licenses ordered revoked for alleged false testimony and concealment of ownership.

WSAY, Rochester—Granted petition for consolidation and continuance hearing re applic. Edward J. Doyle for new station in Rochester 1340 kc 1 kw unlimited; dismissed petition re intervention and ordered consolidated hearing 2-13-41 on Doyle application and WSAY application for same facilities, and that separate hearing be cancelled.

JANUARY 24

NEW, William H. Rines, Portland, Me.—Granted dismissal CP application 560 kc 1-5 kw unl. without prejudice.

MISCELLANEOUS—NEW, Chilton Radio Corp., Dallas, granted leave amend application new station re frequency and to use 1 kw D only; NEW, W. D. Hudson, Violet Hutton Hudson, Clarksville, Tenn., granted continuance hearing 30 days; KGGF, Coffeyville, Kan., granted motion amend application CP to unlimited time.

JANUARY 24

Licenses to cover CP's increase power etc. granted KARK, Little Rock, Ark.; KSTP, St. Paul; KTAR, Phoenix, Ariz.; WMRN, Marion, O.; WKNE, Keene, N. H.; WDAY, Fargo, N. D.

WDEF, Chattanooga—Granted license new station 1370 kc 250 w unlimited.

Applications . . .

JANUARY 21

W75NY, New York—Modification CP FM station, change antenna, change population to 11,814,746.

WLBZ, Bangor, Me.—CP increase 500 w 1 kw LS to 5 kw N & D, new equip., directional N & D, amended re antenna.

W71NY, Newark—Modification CP new FM station, change population to 11,900,000, amended to change studio to New York.

NEW, Wodaam Corp., New York—CP 45.3 mc 8,500 sq. miles, amended to 46.7 mc, 11,431,600 change transmitter and location to New York, change antenna.

WSVA, Harrisonburg, Va.—Modification CP as modified new equip., increase power etc., asking new transmitter, extend completion date.

NEW, Cuyahoga Valley Broadcasting Co., Cleveland—CP 1 kw 1000 kc D, amended to 1270 kc III-B change equipment, antenna.

NEW, Fred Jones Broadcasting Co., Tulsa—CP 690 kc 50 kw unl. II, amended re antenna.

KTHS, Hot Springs National Park, Ark.—CP new trans., directional N, change from 1040 to 1060 kc increase from 10 to 50 kw, increase from Share-KRLD to unlimited, amended to change name from Hot Springs Chamber of Commerce to KTHS Broadcasting Co. Inc., change transmitter, change power of amplifier from 100 w 250 w LS to 100 w.

NEW, Chattahoochee Broadcasting Co., Columbus, Ga.—CP 1420 kc 250 w unlimited IV, amended to change name from Arthur Lucas & Wm. K. Jenkins d.b. Chattahoochee Broadcasting Company, a corporation.

WJOB, Hammond, Ind.—Modification license from unlimited D Share-WFAM N to unlimited.

KFSD, San Diego—Modification CP new trans. etc., for approval antenna, new transmitter.

KARM, Fresno, Cal.—Voluntary assignment license from Gilbert H. Jertberg, executor estate of George Harm, to KARM, the George Harm Station.

KOY, Phoenix, Ariz.—CP new transmitter.

KTHS, Hot Springs National Park, Ark.—Voluntary assignment license from Hot Springs Chamber of Commerce to KTHS Broadcasting Co. Inc.

WJIM, Lansing, Mich.—CP new FM station 45.1 mc 5,341 sq. miles, population 421,000.

WAAF, Chicago—CP increase 1 kw to 1 kw 5 kw LS, change D to unl., new transmitter, directional N & D, move trans.

JANUARY 23

WDEL, Wilmington, Del.—Modification CP increase power asking approval directional antenna N & D.

NEW, New Jersey Broadcasting Corp., New York—CP FM 47.9 mc 8,900 square miles 10,400,000 population, amended to 8,500 square miles 11,500,000 population, change antenna.

NEW, Cherry & Webb Broadcasting Co., Providence—CP FM 47.5 FM 6,207 square miles 4,230,838 population.

W45D, Detroit—Modification CP re transmitter.

WAPI, Birmingham—Voluntary assignment license from Alabama Polytechnic Institute, University of Alabama & College, to Voice of Alabama.

NEW, Tri-State Broadcasting Corp., Wheeling—CP 1420 kc 100 w unl. (IV).

WCOS, Columbia, S. C. — Authority transfer 49% common stock to Carolina Life Insurance Co.

KFBI, Wichita—Modification CP change from 5 kw ltd. to 1 kw 5 kw LS unl., directional N, asking changes in antenna.

WIBA, Madison, Wis.—Modification CP change antenna, increase power, asking approval new transmitter, antenna changes.

KFMB, San Diego—Modification CP new station asking approval transmitter site.

Tentative Calendar . . .

JANUARY 29

WAPI, Birmingham—Renewal of license.

JANUARY 30

NEW, William D. and Violet Hutton Hudson, Clarksville, Tenn.—CP 1370 kc 250 w unlimited.

FEBRUARY 13

NEW, Edward J. Doyle, Rochester, N. Y.; WSAY, Rochester — Edward J. Doyle application 1340 kc 1 kw unlimited directional N & D; WSAY, same.

FEBRUARY 17

WGNY, Newburgh, N. Y.—CP 1370 kc 250 w unl.

NEW, Stephen R. Rintoul, Stamford, Conn.—CP 1370 kc 250 w unl.

NEW William H. Amesbury, Minneapolis—CP 630 kc 1 kw unl. directional N & D.

MARCH 4

KFEQ, St. Joseph, Mo.—CP 680 kc 5 kw unlimited directional N & D.

KWK, St. Louis—CP 680 kc 50 kw unlimited directional N & D.

KMBC, Kansas City—CP 690 kc 50 kw unlimited directional N, asks facilities of KGGF, KFEQ, WNAD as proposed by treaty.

KOMA, Oklahoma City—CP 690 kc 50 kw unlimited directional N.

KGGF, Coffeyville, Kan.—CP 690 kc 1 kw specified, directional N.

MARCH 17

WDGY, Minneapolis—CP change 1130 kc 1 kw N 5 kw D limited-KOB to 1130 kc 5 kw N 10 kw D unlimited, directional N.

MARCH 21

KFJI, Klamath Falls, Ore.—CP 600 kc 500 w N 1 kw LS.

Bree Cosmetics Starts

BREE COSMETICS Inc., Chicago, in an initial test campaign as a prelude to a national spot series, on Jan. 27 started a 13-week schedule of twice daily announcements featuring the Betty Bree 7-Minute Make-Up on WGN, Chicago. Sponsor has national distribution through beauty salons. Agency is Bertram Reibel Advertising, Chicago.

CP for Farnsworth

FARNSWORTH Television & Radio Corp., Fort Wayne, Ind., on Jan. 21 was granted a construction permit for a new research and experimental television station to operate on Channel No. 3 (66-72 mc). This station will use 1,000 watts oral and visual power.

Lewis Reid's New Office

LEWIS REID, free lance writer-producer, recently in charge of the Chateau Martin Wine Co. commercials, "I Am Nuts About the Good old OO-Ess-Ay", heard on New York stations, has opened his own production office at 48 W. 48th St., New York, to specialized in transcribed musical spot announcements. Mr. Reid is currently preparing a new series of comedy lyrics for the wine company, through H. C. Morris & Co., New York, agency in charge.

Henry Ringenberger

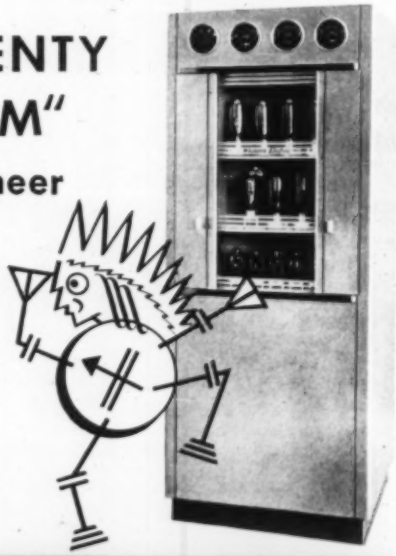
HENRY RINGENBERGER, 34, studio engineer of WLW-WSAI, Cincinnati, died Jan. 23 of pneumonia. He had been with the Crosley organization since 1928.

WILLIAM H. RINES, son of the late owner of WCSH, Portland, Me., and WFEA, Manchester, N. H., has dismissed his application for a new regional station on 560 kc. in Portland.

"SAVES PLENTY WAMPUM"

says Chief Engineer

The new 250 Watt Western Electric Transmitter offers you amazing operating economies. It's designed by Bell Labs... features low power consumption, low tube cost and low maintenance cost, plus highest signal quality, utmost compactness and accessibility. Get full details from Graybar Electric.



Western Electric

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcer—with one or two years commercial broadcasting experience. Write full details including salary expected. WSOY, Decatur, Illinois.

Announcers, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Commercial Manager—for station in Philadelphia area, capable of handling all types of accounts. Give age, qualifications, references and salary expected. Box 176, BROADCASTING.

Announcer-Copy Writer—experienced. For Eastern Pennsylvania chain station. Give full particulars, references, earnings, salary expected. Box 182, BROADCASTING.

Writer With Recognized Employment Bureau—we need salesmen, transradio press operators, combination announcer-operators, others except talent. National Radio Employment Bureau, Box 864, Denver, Colorado.

Situations Wanted

2 Years Of Radio Experience—recently in charge of operations two standard stations, six years with last organization; thoroughly experienced and qualified in executive selling. Recommendations from leaders in all phases of broadcasting industry. Box 184, BROADCASTING.

Announcer-Salesman—prefers eastern affiliation. Salary secondary. Major Market college background. Program developer. Box 183, BROADCASTING.

Chief Engineer—employed network station, 5 years experience construction, installation, maintenance. Married, reliable, A-1 references. Box 173, BROADCASTING.

Producing Sales Manager—with ten years success record, now sales director, seeks connection in market where efforts will produce larger income, either as sales representative or sales director. Inquiry will bring full particulars and will be held confidential. Box 180, BROADCASTING.

Situations Wanted (Continued)

Manager-Commercial Manager—young, dependable, good background. Now managing major network station. Moderate salary. Box 177, BROADCASTING.

Experienced Stenographer—thorough knowledge of music libraries, program building, and logs. Able to write commercial copy. Experienced in Women's Programs. Box 181, BROADCASTING.

Announcer—three years experience good voice studio remotes, sports. Single, go anywhere West of Mississippi. Available immediately. Salary secondary. Box 175, BROADCASTING.

Announcer-Newscaster—23. Radio experience, journalism, political science, economics, liberal arts college training. Work anywhere. $49-$74 monthly minimum. Box 174, BROADCASTING.

Salesman—5 years experience sales, continuity, publicity, promotion. Newspaper background. Now employed in highly competitive Mid-West market. Enclose local rate card-coverage map in letter. Box 178, BROADCASTING.

Commercial Manager—man with outstanding record for personal sales and directing highly successful efforts of sales staff of major market network station several years seeks permanent connection where future depends solely on ability. References prove highest character, ability in local sales and splendid reputation in national field. Aggressive but thorough and stable. Box 179, BROADCASTING.

Programs — production — sports — music —personal direction—public relations—all these plus a capability for service and dependability are available in an individual presently under contract. Full details are available on request. Address Box 172, BROADCASTING.

For Sale

For Sale—Approximately 2000 feet 2-cond. lead covered cable, $37.50. Cost $57. WPID, Petersburg, Va.

THE NEW WKWK, Wheeling, W. Va., 100 watts on 1370 kc., will go on the air some time in April and staff has not yet been selected according to Joe L. Smith Jr., operator of WJLS, Beckley, W. Va., who heads the company holding the construction permit for the Wheeling outlet.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific **RADIO SERVICE**

124 Jackson Ave.
University Park, Md.

Not for Cows

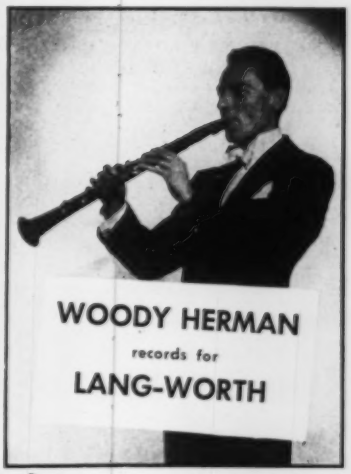
WHEN it comes to cow-punching, George Crandall, assistant publicity director of CBS, has definitely decided he'll stick to promoting radio. Crandall, a recent visitor in San Francisco, related how he had hopped a cow-pony on a ranch and headed for the hinterlands. He found the cows alright, and brought in a large herd. But what he didn't know was that he likewise should have herded in the calves with the mama moo-ers. Result, the calves became confused and lost and it took several days for the real cowboys to round them up.

BECAUSE OF bad weather delaying the departure of the *Clipper* from Lisbon, Portugal, Fred Bate, head of NBC's London staff, arrived in New York Jan. 24 instead of Jan. 20, as reported in the Jan. 20 issue of BROADCASTING. John Royal, NBC vice-president, flew to Bermuda the preceding day via the westbound *Clipper* to greet Mr. Bate and accompany him to New York.

Swift Meat on 63

SWIFT & Co., Chicago, on Feb. 8 takes over the 9:30-9:45 (EST) portion of the NBC *Breakfast Club* on Thursday, Friday and Saturday, with an initial 13-week contract on behalf of its smoked meat products. A total of 63 stations will release the show but in a number of instances, because of time clearance difficulties, stations will transcribe certain performances for later performance. Stations carrying the program are: WJZ WNAC WEAN WICC WFIL WMAL WSYR WHAM WEBR WAKR WXYZ WOWO WCFL KXOK KFRU WTCN KSO WREN WEMP KOWH WSAI WPTF WSOC WTMA WSUN WJHP WTMC WMFJ WKAT WLOF WMPS WSGN WAGA KTHS WDSU WJBO WROL KOME KTOK KGKO KXYZ KFDM KLO KUTA KGHF KFBC KOB WBAL KDKA WHK WLS KVOD KGO KFSD KEX KJR KGA KFBK KWG KERN KOH KECA KTMS. Agency is J. Walter Thompson Co., Chicago.

AS AN EXCLUSIVE sports feature, MBS has arranged a series of four programs titled *World Title Billiard Meet* from the scene of the tournament in Chicago. Broadcasts are scheduled for Jan. 25, Feb. 1, 8 and 12.



WOODY HERMAN
records for
LANG-WORTH

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
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Approval Sought Of WAPI Lease

Prior FCC Objections Are Removed in New Petition

PRESUMABLY changed to take care of FCC objections in previously denying the application, a revised application was filed Jan. 23 with the FCC for voluntary assignment of WAPI, Birmingham, to Voice of Alabama Inc. The station, owned jointly by Alabama Polytechnic Institute, U of Alabama, and Alabama College, would be administered under a voting trust agreement through the Birmingham Trust & Savings Co. under the revised proposal, instead of directly by the leasing company.

Objections Removed

The specific basis of the previous FCC denial, a recapture clause contractually obligating parties to the lease contract to agree to allow the license to revert to the schools jointly owning the station at expiration of the contract, has been completely eliminated from the new application. The other principal change in the new application provides that voting rights in Voice of Alabama Inc. will be exercised under a voting trust agreement by Maclin S. Smith, named as trustee on behalf of the bank.

Under this arrangement the 42% interest in Voice of Alabama Inc. held by Ed Norton, Birmingham businessman and controlling owner of WMBR, Jacksonville, Fla.; the 13% interest of Thad Holt, manager of WAPI; and the 45% interest of CBS would be covered by the voting trust. The application also provides that Trustee Smith, in seeking instruction on any point, will get such instruction only from Stockholders Norton and Holt.

The new application climaxes a three-year effort to secure FCC authorization for lease of WAPI to Voice of Alabama Inc. On Dec. 30, 1940, an appeal from the FCC's earlier adverse decision was entered with the U. S. District Court for the Northern District of Alabama [BROADCASTING, Dec. 1, 1940, Jan. 1]. It was indicated that favorable FCC action on the revised application will bring to a close the pending court action.

The application provides for an 11½-year lease of the station by Voice of Alabama Inc., at a cash rental of $1,125 per month plus radio time for the joint owners amounting to one hour per week between 7 and 10 p.m. and one hour weekly before 6 p.m.

Aspirtone Commentary

BLACKSTONE PRODUCTS, New York (Aspirtone) will start on Feb. 9 on WOR, Newark, a twice-weekly quarter-hour commentary with Johannes Steele on Thursdays and Sunday evenings. Program will be run on a test basis, and if successful, other MBS stations will be added. On Jan. 13 sponsor started John Hughes, news analyst, in three quarter-hour programs weekly on seven stations of the Don Lee network, and a thrice-weekly quarter-hour commentary by Guy Savage on WGN, Chicago. Agency is Raymond Spector Co., New York.,

Drawn for BROADCASTING by Sid Hix

"He Claims He's in His Second Childhood."

WNBF GUARANTEES ITS AUDIENCE

Advertising Precedent Is Set by Harry Trenner in Standing Behind Listening Claims

A UNIQUE "guarantee-of-listening" plan for advertisers using WNBF, Binghamton, N. Y., was announced by Harry Trenner, commercial manager of the station, at a luncheon held Jan. 23 at the Hotel Roosevelt, New York, and attended by about 25 timebuyers.

In essence, Mr. Trenner explained, WNBF is prepared to give a guaranteed audience rating to any program for any period of the station's schedule, day or night. After a reasonable break-in period, to be determined in advance between the station and the advertiser, the latter may have a coincidental survey made by any research organization he selects and, if the audience rating is found to be lower than that guaranteed by WNBF, the station will refund to the client the fulltime charges and will also pay for the survey.

Spot or Network

This guarantee will be made for either spot or network programs, he stated, even though the station might be called upon to rebate to a network advertiser a sum greater than that received from the network. WNBF is affiliated with both CBS and MBS.

Guarantees will be consistently higher than the national ratings for programs, he said, varying from 25% higher to three times the national rating. Hooper ratings are to be used for the national ratings, he said, as they are coincidental and so properly comparative with the coincidental checks, although these latter need not necessarily be made by the Hooper organization.

Stating that "no other advertising medium in the United States makes a guarantee of this type", Mr. Trenner explained that WNBF's plan was evolved after the station had completed a coincidental survey comprising a total of calls equal to three times the listings in the Binghamton telephone directory.

This station survey, made late last summer, was followed by tests in cooperation with several advertisers and their agencies. In these tests, WNBF rated the programs according to its guarantee system; the programs went on for 13 weeks and their audiences were measured. Results showed the WNBF guarantees well below the actual audiences, he said. One half-hour program, he stated, was given a Binghamton rating of 15, although its national Hooper rating was less than 8. At the end of the test period, Crossley made a survey and gave the program a rating of 27.

No Common Guaranty

Asked how this offer differs from the contingency offers made by other stations, which guarantee specified coupon returns, Mr. Trenner replied that WNBF is willing to guarantee its audience, but it's up to the agency to write the kind of commercials that will turn listeners into purchasers. In answer to another question as to the cost of the surveys and whether they would not increase disproportionately the cost of a campaign on WNBF, he stated that the maximum cost of rating a daily program would not exceed $130, which would average $10 a week for a 13-week campaign and proportionately less for longer campaigns.

Admitting he did not expect every advertiser to demand a survey, any more than an advertiser would expect 100% return on his own offers, Mr. Trenner said WNBF was making its guarantee offer to "startle you timebuyers into discovering what a good market we have". George Bolling, manager of the New York office of John Blair & Company, representative of WNBF, introduced Mr. Trenner to the group.

Vick Spots on 94

VICK CHEMICAL Co., New York, has placed 30 to 50-word daily spot announcements on 94 stations to advertise its new product, Vick's Inhaler, which has recently attained national distribution. Morse International, New York, is agency.

New York Key Statio Of Major Networks Si Three-Year Music P

NEW three-year contract cover 235 studio musicians employed the New York key stations of three major networks was sig Jan. 23 by officials of the net and Local 802 of the Amer Federation of Musicians. The tract covers 65 musicians WABC (CBS), 65 each at WE and WJZ (NBC), and 40 at W (MBS).

The new contract increases weekly minimum of musicians sustaining programs from $11 $115 per week and musicians 20-hour commercial schedule $120 weekly, providing further an increase of $5 in both categ effective Feb. 1, 1942.

No change is stipulated in $150 weekly minimum for st musicians on a 25-hour comm schedule. Conductors receive a increase under the new cont with contractors slated for a increase after the first year. rangers and copyists receive same $5 increase the first year before, and piece-workers re 40c per page instead of 35c under the old scale.

STATE DEPT. PROB CBS NEWSMAN B

U. S. EMBASSY officials in R have made "inquiries" into rea why Cecil Brown, correspondent the Italian capital for CBS, been denied use of radio facil it was revealed at the State partment in Washington Jan.

A spokesman for the Depart said that he was unable to say a thing further in the matter intimated that the Department had reports from the embassy a reasons why Brown had been s pended.

An Associated Press dispa from Rome, quoting "a rel source" stated Jan. 23 that "Italian government had issued order permanently ruling C Brown off the air." The AP s stated that radio facilities had b denied Brown because of the "g eral attitude" of his broadcast

If the ruling is perma Brown will be the first Amer radio correspondent to be offici barred in any of the warring c tries since the war broke out September, 1939. A former staff member, Brown worked CBS headquarters in New York fore being sent to Rome ove year ago.

Goodrich Baseball

B. F. GOODRICH RUBBER C Akron, again will sponsor play-b play baseball during the 1941 s son in cooperation with Gen Mills. Cities on the Goodrich sch ule are San Francisco, Taco Portland, Ore., Seattle, Salt La City, Akron, Jackson, Miss. BBD New York, is the Goodrich agen Besides baseball Goodrich will sp sor a series of one-minute tr scribed announcements on a co erative basis. The manufactu will split time costs with dealers.